



HW Staple Foods in Thailand

August 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Plant-based diet trend surges as health conscious consumers seek alternative options
Organic is leading claim as consumers look to avoid additives and potentially harmful ingredients
Growing interest in functionality

PROSPECTS AND OPPORTUNITIES

Thailand's pledge to cut salt consumption by 30% by 2025 to stimulate new product development
Reducing sugar content
Growing pressure to introduce health and wellness claims

MARKET DATA

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Health and Wellness in Thailand - Industry Overview

EXECUTIVE SUMMARY

Health and wellness in focus
Consumer weight trends
Consumer diet trends
Health-related deaths
Blood pressure and cholesterol levels
Diabetes prevalence

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