



HW Snacks in Thailand

August 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Consumers' health consciousness a key driver of product innovation

Plant-based claim sees dynamic expansion

Growing interest in fortification and functionality

PROSPECTS AND OPPORTUNITIES

Government policy supports new opportunities for healthy snack portfolios

High protein shows considerable promise as consumers seek convenient snacks with fortified/functional claims

Plant-based expected to grow in line with rising concerns over health, the environment and animal welfare

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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