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**Report Highlights:**

This guide serves as a resource for U.S. companies seeking to do business in Thailand and provides market overviews, practical tips and information on local business practices, consumer preferences and trends. This report also identifies opportunities and entry approaches for the three major market sectors (food retail, food service, and food processing).

# Market Fact Sheet: Thailand

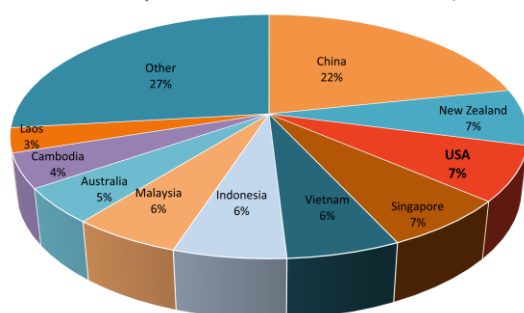
## Executive Summary

Thailand is Southeast Asia's second largest economy with a 2020 Gross Domestic Product (GDP) of \$502 billion. Thailand remains a strong agricultural competitor as it is the world's leading exporter of natural rubber, frozen shrimp, canned tuna, canned pineapples, cooked poultry, and cassava. It is also a major exporter of sugar and rice. Thailand is the 14<sup>th</sup> largest export market for U.S. agricultural products, while the United States is the third largest supplier of agricultural products to Thailand, with 13 percent of total import market share.

## Imports of Consumer-Oriented Products

In 2020, the United States was the 3<sup>rd</sup> largest supplier of consumer-oriented products to Thailand with exports valued at \$466 million.

Thailand's Imports of Consumer-Oriented Products, 2020



## Food Processing Industry

Thailand's food processing industry has developed rapidly and is one of the most developed in South East Asia. There are many medium-to-large food processors that produce high-value products for domestic and export markets. Thai processed foods exports were valued at U.S. \$19.4 billion in 2020. In 2020, Thailand's food ingredient imports exceeded \$2.9 billion. With rising demand for processed foods, Thai food processors must import large quantities of food ingredients that are not locally available.

## Food Retail Industry

The Thai Retailers Association reported that Thailand's retail sector contracted 7-8 percent in the first quarter of 2021. The food and beverage industry is one of the biggest retail segments in Thailand. The country's economic growth, coupled with higher disposable incomes in the middle-income population, a greater propensity to spend, and a trend towards urbanization fueled the growth in the retail sector prior to the pandemic.

Changes in the structure of Thai households and the pandemic has led to changes in how Thais eat with a rising demand for convenient ready-to-eat meals, healthy food products, and food delivery.

### Quick Facts 2020

**Imports of Consumer-Oriented Products:** \$6.5 billion

#### List of Top 10 Growth Products in Host Country

- |                        |                         |
|------------------------|-------------------------|
| 1) Dairy products      | 2) Fresh vegetables     |
| 3) Seafood products    | 4) Food preparation     |
| 5) Fresh fruits/.      | 6) Bread, pastry, cakes |
| 7) Tree nuts           | 8) Wine and beer        |
| 9) Chilled/frozen beef | 10) Healthy beverages   |

#### Food Industry by Channels (U.S. billion) 2020

Total Agricultural Exports:	\$37.9
Total Agricultural Imports:	\$18.0
Full-Service Restaurant Sales	\$4.3
Food Delivery Sales (Est. by 2020)	\$1.1
Food and Drink E-commerce Sales	\$0.4

#### Top Thailand Retailers

##### Supermarkets

- 1) Central Food Retail
- 2) Gourmet Market
- 3) Villa Market
- 4) Foodland
- 5) UFM Fuji Super
- 6) MaxValu

##### Hypermarkets

- 1) Tesco Lotus
- 2) Big C

##### Cash and Carry

- 1) Makro

##### Convenience Stores

- 1) 7-Eleven
- 2) Family Mart
- 3) Lawson 108

#### GDP/Population

Population (*millions*): 69.18  
 GDP (*billions USD*): \$502 (as of 11/2021)  
 GDP per capita (*USD*): \$7,217 (as of 11/2021)

## Strengths/Weaknesses/Opportunities/Challeng

### Strengths:

Strong food industry with well-established retail, food service, and food processing industries.

### Weakness:

High level of local industry protection results in restrictive trade barriers for imported food and beverages

### Opportunities:

Rising incomes and rapid urbanization. Urban Thai consumers are more willing to pay for premium food products.

### Challenges:

High import tariff on U.S. food exports to Thailand.

Data and Information Sources: Euromonitor, TDM, Office of the National Economic and Social Development Board, World Bank, Kasikorn Research, and Industry Estimates

## Section I. Market Overview

Thailand, with a population of nearly 70 million, is Southeast Asia’s second largest economy with a Gross Domestic Product (GDP) of \$502 billion in 2020. According to the National Food Institute, the value of Thailand’s food exports in 2021 will increase by 7.1 percent to \$32 billion in value despite the impact of pandemic. Thailand remains a strong agricultural competitor as the world’s leading exporter of natural rubber, frozen shrimp, canned tuna, canned pineapples, cooked poultry, and cassava. It is also a major exporter of sugar and rice. According to the National Economic and Social Development Council (NESDC), the Thai economy in 2021 is expected to increase by 1.2 percent, a gradual recovery from a 6.1 percent decrease in 2020. The Thai economy in 2022 is expected to expand between 3.5 - 4.5 percent. This is supported by the recovery in domestic demand and manufacturing production due to an improved pandemic circumstance, tourism recovery due to the easing of international travel policy, exports and manufacturing expansion following the world economy and trade recovery, and the government’s budget disbursement and economic stimulus measures.

Thailand is the 14<sup>th</sup> largest export market for U.S. agricultural products. In 2020, U.S. consumer oriented agri-food exports to Thailand were valued at \$466 million, while total U.S. imports of these products from Thailand were \$2 billion.

<b>U.S.-Thai Trade of Consumer Oriented Agricultural Products</b>					
(million; \$ per year)	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>
<b>U.S. Imports from Thailand</b>	1,623	1,633	1,731	1,789	2,004
<b>U.S. Exports to Thailand</b>	396	393	428	483	466
<b>Trade Balance</b>	-1,227	-1,240	-1,303	-1,306	-1,538

Source: Trade Data Monitor and USDA Foreign Agricultural Service – Bangkok, Thailand

<b>Change in Thai Food Import Mix from the United States</b>					
(million; \$ per year)	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>
<b>Bulk and Intermediate</b>	<b>1,337</b>	<b>1,430</b>	<b>1,860</b>	<b>1,557</b>	<b>1,267</b>
Share of Imports	69%	69%	73%	70%	71%
<b>Consumer Oriented</b>	<b>396</b>	<b>393</b>	<b>428</b>	<b>483</b>	<b>466</b>
Share of Imports	20%	19%	17%	22%	21%
<b>Edible Fishery</b>	<b>204</b>	<b>242</b>	<b>261</b>	<b>187</b>	<b>178</b>
Share if Imports	11%	12%	10%	8%	8%
<b>Total</b>	<b>1,937</b>	<b>2,065</b>	<b>2,549</b>	<b>2,227</b>	<b>1,911</b>

Source: Trade Data Monitor and USDA Foreign Agricultural Service – Bangkok, Thailand

Thailand currently has free trade agreements with the Association of Southeast Asian Nation countries (ASEAN), Australia-New Zealand, China, India, Japan, Peru, South Korea, and Chile. Thailand has been in negotiations for bilateral free trade arrangements with the European Union, Pakistan, Sri Lanka, and Turkey. On November 15, 2020, Thailand, which is an ASEAN member, officially signed the Regional Comprehensive Economic Partnership (RCEP) agreement with five other countries in the Asia Pacific region, consisting of Australia, China, Japan, New Zealand, and South Korea. The free trade agreement will go into effect by January 2022. (More information is available in a report [“The Impact of RCEP on US Agricultural Exports to Thailand”](#))

## A list of Thailand's free trade agreements

Country	Trade Agreement Effective Date	Country	Trade Agreement Effective Date
Thailand-Australia	January 1, 2005	Thailand-New Zealand	July 1, 2005
Thailand-Japan	November 1, 2007	Thailand-India	September 1, 2004
Thailand-Peru	December 31, 2011	Thailand-Chile	November 5, 2015
ASEAN-China	October 1, 2003	ASEAN-Korea	January 1, 2010
ASEAN-Australia-New Zealand	March 12, 2010	ASEAN-India	January 1, 2010
ASEAN-Japan	June 1, 2009	ASEAN Free Trade Area (AFTA)	January 1, 2002 – 5 percent January 1, 2010 – 0 percent
ASEAN-Hong Kong, China Free Trade Agreement (AHKFTA)	June 11, 2019		

Duties on imported U.S. consumer-ready food products range between 30-60 percent. Tariffs on meats, fresh fruits and vegetables, and processed foods are equally high, even for items with little or no domestic production. For example, frozen potatoes are not produced in Thailand, but face a tariff of 30 percent. The tariff on apples stands at 10 percent, while pears and cherries tariffs are 30 and 40 percent, respectively.

Advantages	Challenges
Thais spend 25 percent of total expenditures on food and beverages, and about 38 million middle-to-upper income consumers are eager to purchase imported food products.	U.S. products are not always price-competitive due to high tariffs and shipping costs.
A dynamic and eager younger population (between ages of 15 and 35, representing 29 percent of the total population) is willing to try new products and is receptive to trends that fit their westernized lifestyles.	Free trade agreements with China, Australia, New Zealand, Chile, Japan, Korea, Peru, and India have made U.S. products less competitive especially for high value consumer products such as meats, processed meat, wine, spirits, cherries, peaches, plums, pears, frozen potatoes, and cheeses.
Urban Thais (54 percent of the population) increasingly spend more on imported food items and have become relatively brand conscious. They are changing their eating habits to accept more western style foods.	Local production is increasingly substituting imported food items. Locally produced snack foods, salad dressings, sauces, jams, and other processed foods are relatively inexpensive.
Increasing purchasing power of consumers in rural areas translates into more discretionary spending on non-traditional agricultural products.	Market penetration for imported products is mostly concentrated in Bangkok and major tourist-destination areas.
The Thai food processing industry is looking for new ingredients and shows a strong interest in importing healthy and functional food ingredients.	Imports of some U.S. food products are currently subject to restrictive trade barriers, including high import tariffs, rigid food import procedures, and burdensome documentation requirements.
Growing number of retail outlets.	The oligopolistic nature of hypermarkets exerts some control over prices, while convenience stores prefer low priced locally or regionally sourced products.
Well-developed food service industry.	Strong government protection on local agricultural products such as poultry and livestock products make it difficult for imported products to enter the market.
Restaurants are offering more niche products to appeal to consumers with higher incomes by offering premium products.	Regional tourists sometimes seek cheaper local food alternatives or food products sourced from their respective countries.
Middle income women give greater attention to health and beauty and are demanding new products from retailers.	

## Section II. Exporter Business Tips

### Market Research:

- It is essential to visit the market to conduct market research, especially for product testing, price comparisons, gauging competitors, consumer preferences, etc.
- U.S. exporters should identify the best distribution channel (e.g. local importers, distributors, supermarkets, retailers, etc.) and establish a good relationship with their representatives as they are very useful in facilitating and promoting exports of U.S. consumer-ready foods to Thailand.
- Insight and analysis from FAS's overseas offices on key market sector reports, market updates, and issues impacting U.S. agricultural trade are available at <https://gain.fas.usda.gov>.

### Local Business Customs and Trends:

- U.S. exporters should work with a representative or agent who has or can get strong local connections with target customers (retailers, hotels, restaurants, and food processors), a good understanding of Thai food and agriculture regulations, and food import procedures.
- Networking with government officials and/or correct authorities can be the key to doing business successfully in Thailand.
- Localize your products: adjust the product to local tastes, verify consumer preferences, and set a competitive price.
- Trade fair participation is another way to raise awareness of your product.
- Successful U.S. exporters must provide reliable product availability, consistent quality, technical support, and respond to inquiries within 24 hours.
- When introducing new products, several factors should be kept in mind. Middle to upper income Thai consumers have an aversion to low quality products and are attracted to branded products. They also tend to be image conscious. Existing brand loyalties are most likely to be replaced by new products that focus on good quality, better packaging, availability, promotions, and competitive prices.
- Be patient and think long term. It is not unusual to visit the market 2-3 times before details are finalized.
- U.S. exporters can request a list of importers from FAS post at [agbangkok@fas.usda.gov](mailto:agbangkok@fas.usda.gov).

### General Customer Tastes and Trends:

- Smaller households are driving the demand for smaller quantity packages across packaged food and more emphasis on convenience foods, which require less time for preparation.
- There is an increasing trend of healthy food consumption among Thai consumers, which has been catalyzed by the COVID-19 pandemic. This opt to purchase more healthy products that boost disease immunity. The demand for healthy and functional food and beverages, such as vitamin supplement drinking water, surged during the pandemic.
- The COVID-19 pandemic rapidly transformed the food business. The rapid growth of food delivery applications during the pandemic contributed to the emergence of one big food trend: ghost restaurants (cloud kitchen), which are food outlets that are set up only for delivery service without a physical store and dining area. More information can be found in the report [Thailand Online Food Delivery Market](#).
- Thai consumers demand not only healthy food but also ready-to-eat and ready-to-cook meals as COVID-19 introduced a strong telework culture.
- Due to advancement in technology and increases in internet users in Thailand, Thais are increasingly getting food related information including brands, new trends, nutritional

information, and restaurant information through online searches, social media, bloggers, influencers, etc.

- Thai consumer preferences are starting to move away from traditional over-the-counter retailing towards digital purchasing.

### Section III. Import Food Standards & Regulations/Import Procedure

The most recent Food and Agricultural Import Regulations and Standards report for Thailand contains information on food laws, labeling requirements, food additive regulations, pesticide and other contaminants, import procedures, and other key regulations, requirements and specific standards. The report is available on the internet at <http://gain.fas.usda.gov>. Contact the Foreign Agricultural Service at the U.S. Embassy, Bangkok ([agbangkok@fas.usda.gov](mailto:agbangkok@fas.usda.gov)) with any questions on issues such as standards, tariffs, regulations, labeling or other concerns.

### Section IV. Market Sector Structure & Trends

Thailand’s consumer market is relatively mature with high potential for future growth due to the country’s economic growth, on-going urbanization, and growing middle class. Household income in Thailand has increased rapidly over the past decade in line with increasing urbanization. Consumer disposable incomes continue to rise supporting the spending on consumer goods, including food and beverage products. In 2020, Thai consumer expenditures on food and beverages per capita was \$1,108, which ranks third in Southeast Asia (\$1,625 for Malaysia and \$1,468 for Singapore) and per capita disposable income was U.S. \$4,074. The typical Thai diet consists of rice, meats, eggs, vegetables, fish, and seafood. In 2020, spending on food and non-alcoholic beverages accounted for 25 percent of total consumer expenditures.

Consumer Expenditure on Food and Beverages 2018-2020						
Million \$	2018		2019		2020	
	Value	%	Value	%	Value	%
<b>Food</b>	56,410	80%	61,958	81%	67,493	81%
Bread and Cereals	12,196	17%	13,305	17%	14,443	17%
Meat	6,746	10%	7,380	10%	7,986	10%
Fish and Seafood	6,676	10%	7,349	10%	8,019	10%
Milk, Cheese and Eggs	4,794	7%	5,246	7%	5,737	7%
Oils and Fats	2,559	4%	2,753	4%	2,940	4%
Fruits	5,814	8%	6,414	8%	7,052	8%
Vegetables	13,824	20%	15,334	20%	16,755	20%
Sugar and Confectionery	1,722	2%	1,882	2%	2,042	2%
Other Food	2,079	3%	2,295	3%	2,520	3%
<b>Non-Alcoholic Beverages</b>	8,251	12%	9,015	12%	9,815	12%
Coffee, Tea, and Cocoa	1,643	2%	1,768	2%	2,045	2%
Mineral Waters, Soft Drinks, Fruit and Vegetable Juices	6,608	9%	7,246	9%	7,771	9%
<b>Alcoholic Beverages</b>	5,467	8%	5,952	8%	5,906	8%
Spirits	2,365	3%	2,521	3%	2,454	3%
Wine	374	1%	423	1%	406	0%
Beer	2,728	4%	3,008	4%	3,046	4%
<b>Total</b>	70,129	100.0%	76,925	100.0%	83,214	100.0%

Source: Euromonitor and USDA Foreign Agricultural Service – Bangkok, Thailand

### Retail Sector

The growth of the Thai retail industry has been largely driven by economic growth, coupled with a growing young, middle-income population with higher disposable incomes and a greater propensity to spend, and a trend towards urbanization. The Thai food retail industry,



however, faced several challenges in 2020 such as a slowdown in overall economic activity, shrinking purchasing power, and the impact of COVID-19 pandemic. According to Euromonitor, the food and beverage retail market value was estimated at \$56 billion in 2020, 9 percent decreased from the previous year. Changes in the structure of Thai households led to changes in how Thais eat: a rising demand for convenient ready-to-eat meals, healthy food products, and food delivery. In addition, health and wellness food categories have continued to grow in Thailand. Due to increasingly hectic lifestyles, the demand for products that offer better health, boost wellbeing, manage weight, and increase nourishment is increasing even when those products are generally more expensive than normal products.

Hypermarkets, supermarkets, and cash and carry establishments present excellent opportunities for U.S. exporters of consumer food items. Imported food and beverage products offered at these retail formats are either through importers or direct imported by the retailers. The main factors U.S. exporters should consider before entering the Thai market are pricing, product shelf life, and consumer preferences. Intense competition in the retail food market, particularly from large-scale modern companies that use price strategies and loan extensions to low-income consumers, have led to the closure of many traditional stores. The convenience store retail format is not considered an attractive channel for U.S. products due to the pricing disadvantages as these stores mostly carry locally and regionally produced goods. U.S. exporters should be aware that many U.S. branded food products such as snack foods, candy, chocolate, and breakfast cereals are already present in the market as locally or regionally produced food products.

While most food and beverage purchases take place in physical stores, the tendency to purchase online is growing at a faster rate. E-commerce food and beverage sales were \$378 million in 2020, up from \$164 million in 2015. A rapid growth in smartphone penetration and rising internet penetration have allowed Thais to access the internet at their convenience and at fast speeds. The COVID-19 pandemic accelerated the growth of online grocery purchases. Nevertheless, online sales revenue accounts for only 10-15 percent of total revenue. Many retailers have utilized omnichannel retailing during the lockdown period.

Further information on this market sector can be found in the [Thailand Food Retail Market Report](#).

### **HRI Food Service Sector**

Thailand is one of the most competitive markets for the hotel, restaurant, and institutional food service (HRI) sector. The country is one of the most popular tourism destinations in the world and has a strong food culture. There were approximately 150,000 hotel, restaurant, and other food service outlets in Thailand in 2020. The growth of this sector is mainly driven by the tourism sector and an increase of modern urban Thais families. There are minimal barriers to entry for newcomers entering the market. HRI establishments are heavy users of imported products for food preparation, ready-to-eat meals, and catering services for airlines and cruise lines. In 2020, per capita consumer expenditure on hotels and catering was U.S. \$738 per person, a 10 percent decrease from the previous year.

The restaurant sector expanded by 4-5 percent annually prior to the pandemic but the pandemic caused restaurant sales revenue to drop severely. The pandemic severely disrupted the market with Thailand's HRI sector being the worst-hit sector. The dramatic decline in international tourists and the government's restrictions on operating hours and social

distancing limited commercial activity. Full-service restaurants were hit the hardest as their main source of income is from dine-in customers. Therefore, the new business models including cloud kitchen and small restaurant kiosks were adopted by some restaurant operators to better service their customers and for cost benefit purposes. The pandemic accelerated the adoption and growth of food delivery in Thailand. However, food delivery might not work perfectly with fine-dining restaurants and some restaurants have to develop new dishes that are suitable for delivery. An update on the Thai food delivery market is available in the [Thailand Online Food Delivery Market](#) report.

The long-term outlook for the restaurant sector in Thailand remains positive with a slower growth rate if Thailand continues to manage the pandemic effectively and prevent the country from another lockdown of the economy. For 2022, the full-service restaurant business will be supported by specific measures, including the government's further easing of lockdown measures and reopening to international tourists. If the COVID-19 situation in Thailand improves or there is no resurgence of the COVID-19 pandemic, Kasikorn Research Center reported that it is expected that turnover in the full-service restaurant business may reach approximately \$4.3 billion in 2022, an increase of 26.5 percent from a previous year.

On average, the entire HRI sector sources about 30-35 percent of their food products through imports. The United States has an approximately 20 percent share of this market. U.S. beef, seafood, cheese, frozen potatoes, seasoning, fresh fruits, dried fruits, nuts, bakery filling, fruit juice, juice concentrate, wine, craft beer, and other health and wellness products, are well known by this sector.

Further information on this market sector is available in the [Thailand Food Service Market Report](#).

### **Food Processing Sector**

Thailand is one of the world's leading agricultural suppliers, primarily due to its well-developed food processing sector and global recognition for its quality control and standards, which enables Thailand to export value-added products to international markets like the European Union (EU), Japan, China, and the United States. Major food exports include rice, canned tuna, sugar, meat, cassava products, and canned pineapple. Thailand is one of the world's leading food exporters including seafood products, chicken, rice, sugar, processed fruits, and beverages. Food-related industries employ 40 percent of the country's workers, making value addition in food industries a vital component of Thailand 4.0 strategic economic development plan. The Thai government has designated "Future Food" as a crucial economic driving engine. The food processors, especially of future foods (functional, medical, novel, or organic foods) are listed as one of the first S-Curve industries that the relevant government agencies are seeking to add value to in the short to medium term. These are good opportunities for U.S. exporters to supply food ingredients for Thai food manufacturers to develop value added and innovative food products. According to Thailand's Board of Investment (BOI), the project value of new investment applications submitted for agro and food industry in Thailand was \$1 billion in 2020. Potential products are plant-based proteins, semi-prepared and ready-to-eat food, seasonings, frozen meats, frozen fruits, processed seafood, healthy beverages, etc.

Food manufacturers are forced to develop new products and stay current on consumer trends to serve the changing preferences of consumers. "Healthy" food and beverages is the leading



trend. A wide assortment of healthy food and beverages that boost immunization, such as vitamin waters, healthy snacks using grains, nuts, and dried fruits, or ready-to-eat meals featuring new application of seafood have been introduced to the market and are gaining better shelf space and interest from retailers. The change in customer behavior based on health and beauty concerns as well as an increasingly aging society are factors that food manufacturers should take into consideration when developing new products to align with consumer needs. Urban dwellers have less time for food preparation due to longer working hours and a greater presence of women in the work force. With rising demand for processed foods, Thai food processors must import large quantities of food ingredients that are not locally available.

In 2020, Thailand's food ingredient imports exceeded \$2.9 billion. The United States is the third largest supplier of these products. U.S. products with the highest growth were dairy ingredients, fish, dried fruits, nuts, and other functional ingredients. The food ingredient market continues to grow due to increases in population, purchasing power, dual income families, and new product development. Although domestic ingredients hold the greatest share of the market, these items tend to be low value. High-value raw, and semi-processed products such as fish and seafood, grains, starches, dairy ingredients, and specialty bakery ingredients are generally not available locally and must be imported.

Further information on this market sector can be found in the [Thailand Food Processing Market Report](#).

## Section V. Agricultural and Food Imports

Thailand Imports (In Thousands of Dollars)	Imports from the World					Imports from the United States					U.S. Market Share				
	2016	2017	2018	2019	2020	2016	2017	2018	2019	2020	2016	2017	2018	2019	2020
CONSUMER ORIENTED															
AGRICULTURAL TOTAL	5,114,515	5,589,266	5,848,902	6,217,544	6,469,641	395,951	393,415	427,916	482,829	466,498	7.7	7.0	7.3	7.8	7.2
Dairy Products	796,329	987,118	1,004,288	1,015,400	1,077,619	42,035	51,065	41,297	55,953	85,122	5.3	5.2	4.1	5.5	7.9
Processed Vegetables	626,128	713,392	739,447	805,286	788,755	25,769	23,045	26,052	23,037	22,506	4.1	3.2	3.5	2.9	2.9
Fresh Fruit	681,588	604,988	587,320	616,331	733,202	33,149	33,040	32,508	40,874	28,895	4.9	5.5	5.5	6.6	3.9
Fresh Vegetables	221,278	250,475	274,688	328,754	328,572	1,244	1,892	3,421	4,139	2,057	0.6	0.8	1.2	1.3	0.6
Tree Nuts	202,045	304,065	241,346	269,336	358,891	34,723	20,703	41,563	55,342	39,851	17.2	6.8	17.2	20.5	11.1
Bakery Goods, Cereals, and Pasta	238,769	275,257	308,959	315,271	313,160	6,997	6,892	6,416	6,617	6,683	2.9	2.5	2.1	2.1	2.1
Spices	209,074	228,176	223,761	269,210	264,779	2,823	3,079	3,383	2,821	2,808	1.4	1.3	1.5	1.0	1.1
Chocolate & Cocoa Products	181,596	185,469	198,881	201,072	188,807	16,842	17,859	16,994	21,917	19,207	9.3	9.6	8.5	10.9	10.2
Processed Fruit	152,049	156,380	168,773	183,032	216,365	19,294	18,008	15,662	13,229	13,040	12.7	11.5	9.3	7.2	6.0
Coffee, Roasted and Extracts	102,132	109,773	115,290	116,142	143,664	2,029	2,540	2,838	2,302	2,695	2.0	2.3	2.5	2.0	1.9
Condiments & Sauces	67,784	73,403	89,165	106,845	104,201	5,548	5,230	6,370	7,444	6,033	8.2	7.1	7.1	7.0	5.8
Beef & Beef Products	87,726	92,584	101,748	103,927	129,941	3,318	4,442	6,847	7,142	7,047	3.8	4.8	6.7	6.9	5.4
Wine	65,900	69,320	90,626	82,997	62,284	3,225	3,657	6,656	5,947	6,972	4.9	5.3	7.3	7.2	11.2
Beer	13,335	15,294	17,421	17,009	16,370	500	333	270	412	381	3.7	2.2	1.6	2.4	2.3
Distilled Spirits	235,211	214,336	256,392	265,436	175,244	6,824	6,875	8,492	6,508	4,032	2.9	3.2	3.3	2.5	2.3
Chewing Gum and Candy	77,438	88,410	99,895	108,711	96,145	838	646	730	1,016	1,023	1.1	0.7	0.7	0.9	1.1
Other Meat Products	103,077	106,703	135,242	96,218	78,570	860	614	791	718	854	0.8	0.6	0.6	0.7	1.1
Fruit & Vegetable Juices	74,272	68,781	71,108	61,497	60,926	9,021	8,100	8,117	6,695	5,895	12.1	11.8	11.4	10.9	9.7
Dog & Cat Food	53,715	59,401	59,848	55,862	54,636	9,440	10,474	11,888	12,363	14,805	17.6	17.6	19.9	22.1	27.1
Nursery Products & Cut Flowers	30,507	32,296	39,409	45,320	53,327	57	89	150	178	81	0.2	0.3	0.4	0.4	0.2
Tea	37,594	37,293	41,283	44,699	46,860	7,532	8,697	9,699	7,042	6,533	20.0	23.3	23.5	15.8	13.9
Pork & Pork Products	29,435	24,632	20,679	23,301	19,049	314	67	1	0	0	1.1	0.3	0.0	0.0	0.0
Eggs & Products	22,088	22,002	24,497	18,626	17,012	311	322	913	710	676	1.4	1.5	3.7	3.8	4.0
Other Snack Foods	170,999	187,417	193,340	219,506	219,069	2,704	2,048	1,754	2,117	2,524	1.6	1.1	0.9	1.0	1.2
Non-Alcoholic Beverages	29,652	33,326	34,763	49,679	44,092	861	1,188	940	781	639	2.9	3.6	2.7	1.6	1.4
Poultry Meat & Prods. (ex. eggs)	8,727	7,518	9,399	10,883	7,526	1,098	780	1,066	1,030	794	12.6	10.4	11.3	9.5	10.5
Other Consumer-Oriented Products	596,068	641,458	701,333	787,194	870,575	158,594	161,728	173,095	196,495	185,346	26.6	25.2	24.7	25.0	21.3
FISH and SEAFOOD PRODUCTS	3,111,873	3,600,600	3,985,781	3,701,523	3,673,400	204,302	241,811	260,844	186,579	178,284	6.6	6.7	6.5	5.0	4.9
AGRICULTURAL PRODUCTS TOTAL	11,782,810	12,368,893	12,982,241	13,488,825	13,862,363	1,733,195	1,823,211	2,287,789	2,040,061	1,733,640	14.7	14.7	17.6	15.1	12.5
AGRICULTURAL & RELATED TOTAL	15,419,224	16,503,100	17,562,187	17,749,671	18,039,264	1,965,610	2,092,033	2,573,235	2,250,091	1,937,115	12.7	12.7	14.7	12.7	10.7

### Best High-value, Consumer-Oriented Product Prospects Categories:

Dairy products, dried fruits and nuts, fresh fruits, chocolate and cocoa products, meat products, snacks, meat alternative products, health and functional food and beverages.

## **Section VI. Key Contacts & Further Information**

The Foreign Agricultural Service in Bangkok maintains up-to-date information covering food and agricultural import opportunities in Thailand and would be pleased to assist in facilitating U.S. exports and entry to the Thai market. Questions or comments regarding this report should be directed to the Foreign Agricultural Service in Bangkok at the following local or U.S. mailing address:

Office of Agricultural Affairs  
U.S. Embassy  
120-122, Wireless Road  
Bangkok 10330  
Tel. +662-205-5106  
Fax. +662-255-2907  
Email: [Agbangkok@fas.usda.gov](mailto:Agbangkok@fas.usda.gov)  
Web site: [www.fas.usda.gov](http://www.fas.usda.gov)

**End of Report.**

**Attachments:** [Import Tariff Table Thailand.pdf](#)

[Thailand Consumer Oriented Imports by Products 2020.pdf](#)