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Report Highlights:

Thailand's food and beverage industry contributes significantly to the country's economy. The country aims to be one of the world top ten processed food exporters by 2027 and a key global player in the "Future Food" market. Major food exports include rice, canned tuna, sugar, meat, cassava products, and canned pineapple. The value of Thailand's food exports was \$38.8 billion in 2022, while the value of Thailand's imports of food ingredient was \$3.3 billion. With rising demand for processed foods and new product development, there are significant opportunities for U.S. food ingredients to in the Thai food processing sector.

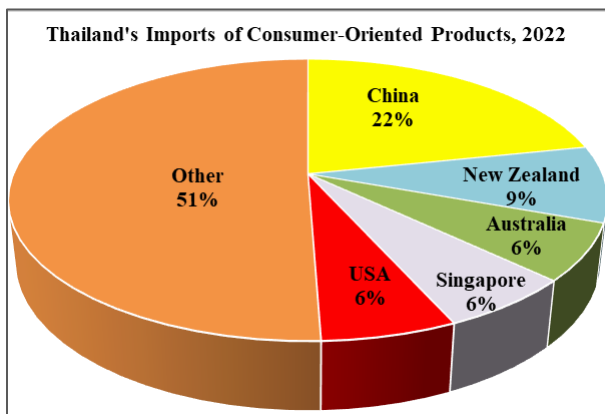
Market Fact Sheet: Thailand

Executive Summary

Thailand is Southeast Asia's second largest economy with a 2022 gross domestic product (GDP) of \$495 billion. Thailand remains a strong agricultural competitor as it is the world's leading exporter of rice, sugar, natural rubber, frozen shrimp, canned tuna, canned pineapples, cooked poultry, and cassava. Thailand is the 20th largest export market for U.S. agricultural products, while the United States is the third largest supplier of agricultural products to Thailand, accounting for 8 percent of all agricultural imports.

Imports of Consumer-Oriented Products

The United States was the 5th largest supplier of consumer-oriented products to Thailand in 2022 with exports valued at \$485 million.



Food Processing Industry

Thailand's food processing industry is one of the most developed in Southeast Asia. There are many medium-to-large food processors that produce high-value products for domestic and export markets. Thailand aims to be one of the world's top ten processed food exporters by 2027 and a key global player in the "Future Food" market. The value of Thailand's food exports was \$38.8 billion in 2022, while the value of Thailand's imports of food ingredient was \$3.3 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 forecasts that Thailand's retail sector will grow 6-8 percent in 2023 as the tourism sector recovers. The food and beverage industry is one of the largest 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 have 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 2022

Imports of Consumer-Oriented Products: \$7.8 billion

List of Top 10 Growth Products in Host Country

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

Food Industry by Channels (U.S. billion) 2022

Total Agricultural Exports:	\$47.3
Total Agricultural Imports:	\$22.3
Full-Service Restaurant Sales	\$3.8
Online Food Delivery Sales	\$0.4
Food and Drink E-commerce Sales	\$5.1

Top Thailand Retailers

Supermarkets	Hypermarkets
1) Central Food Retail	1) Lotus's
2) Gourmet Market	2) Big C
3) Villa Market	
4) Foodland	Cash and Carry
5) UFM Fuji Super	1) Makro
6) MaxValu	

Convenience Stores

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

GDP/Population

Population (*millions*): 70.1
 GDP (*billions USD*): \$495 (as of 02/2023)
 GDP per capita (*USD*): \$7,090 (as of 02/2023)

Strengths/Weaknesses/Opportunities/Challenges

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, Trade Data Monitor, Office of the National Economic and Social Development Board, World Bank, Kasikorn Research, Statista, and Industry Estimates

SECTION I – MARKET SUMMARY

The National Economic and Social Development Council (NESDC) reported that the growth rate of Thailand’s GDP was 2.6 percent in 2022. Larger rates of vaccinations, relaxed COVID-19 measures, growing domestic demand, a recovery in the tourism sector, and resumption of economic activity helped the Thai economy start to rebound in late 2022. The NESDC forecasts the Thai economy to continue growing between 2.7-3.7 percent in 2023. Thailand has one of the world’s most-developed food processing sectors and global recognition for its quality control and high standards, which enables Thailand to export value-added products to international markets like the European Union (EU), Japan, China, and the United States.

The National Food Institute (NFI) reported that the value of Thai food exports was \$38.8 billion in 2022, an increase of 23 percent from 2021. However, the NFI anticipates an 8 percent contraction of Thai food exports in 2023 due to a slowdown in global trade and in economic activities of Thailand’s trading partners, especially in major markets (e.g., the United States, the EU, China, and Japan). Ready-to-eat food, future food (functional ingredients, food supplements, food for young children and patients), coconut, and seasonings, however, are the product categories that will likely experience continuous export growth in 2023.

Table 1: Thailand’s Major Food Exports 2021-2022 (in millions of U.S. dollars)

Product	2021	2022	% Change	Product	2021	2022	% Change
Chicken	3,002	4,353	39.4%	Coconut Products	664	860	24.5%
Rice	3,110	4,080	26.2%	Pineapple Products	566	703	19.4%
Sugar	1,401	3,153	116.3%	Ready Meals	574	672	12.5%
Cassava Flour	2,274	2,854	20.7%	Future Food	333	472	36.4%
Canned Tuna	1,709	2,340	31.6%	Other Food Products	15,638	18,281	12.4%
Shrimp	1,413	1,550	5.5%	Coconut Products	664	860	24.5%
Seasonings	847	937	6.4%	Total Food Exports	31,384	40,052	22.7%

Source: National Food Institute

Note: Future food include functional ingredient, supplement food products, young children food, and patient meals

Thailand’s food and beverage industry contributes significantly to the country’s economy, accounting for one-fourth of the country’s GDP. Major food exports include rice, canned tuna, sugar, poultry meat, cassava products, and canned pineapple (Table 1). In 2022, the COVID-19 pandemic caused the economy to slow down and reduced the purchasing power of consumers thereby negatively impacting the food and beverage sector. The Thai government aims for Thailand to become a key global player in the “Future Food” market by designating food and beverages as one of the five targeted industries under the “Thailand 4.0” strategic economic development plan. The development plan aims to invest in research and development (R&D) and innovation to strengthen Thailand’s leading position in the food industry and enhance the value of Thai food exports. There are significant opportunities for U.S. food ingredients to collaborate with Thai food manufactures in developing new and innovative food products.

The Trade Policy and Strategy Office under the Thai Ministry of Commerce reported that Thailand exported \$4.68 billion worth of halal products to the 57 member countries of the Organization of Islamic Cooperation (OIC) during the first nine months of 2022. The value rose by 65 percent from the same period the previous year. Malaysia, Indonesia, United Arab Emirates, Egypt, and Yemen are the five OIC countries importing the most halal foods from Thailand. Thailand’s exports of halal food products

include vegetables, fruits, rice, sugar, poultry, seafood, and processed products (e.g., ready-to-eat meals, seasonings, beverages, and snacks).

Opportunities in Thailand’s food processing sector continue to grow. Domestic sales of processed foods are rising due to a major shift in consumption patterns towards convenience food items such as ready-to-eat meals, rice, noodles, bakery, functional drinks, and snacks. With the rapid growth of e-commerce, the food retail segment is also evolving.

Advantages	Challenges
Thailand has a relatively well-developed food processing sector. The country is a major producer and exporter of processed food products.	Thailand is a country with abundant raw materials, making entry of raw ingredients difficult.
Thai processed food products have a high reputation for their quality and taste. The food processing sector actively develops and introduces new products, creating demand for new food ingredients.	Many suppliers of food ingredients in Thailand are able to produce products domestically that meet international standards.
Healthy foods and beverages are becoming increasingly popular and have spurred a high demand for health-promoting products that boost the immunity system, improve digestive health, and well-being.	There is strong competition on the local market from domestic producers and increasing imports from the EU and countries that have free trade agreements (FTA) with Thailand, such as Australia, New Zealand, China, South Korea, Japan, India, and Peru.
The Thai government wants to push Thailand to become ASEAN's processed food hub by 2027, which has increased demand for new food ingredients for new processed food product development.	Local production is increasingly substituting traditional food imports. Processors are producing products that are relatively inexpensive but have high freight costs (e.g., snack food, salad dressing, sauces, jams, and other processed foods).
The rapid emergence and expansion of on-line platforms, as well as food delivery, have stimulated demand for bakery products, dairy products, meat and poultry, and other food ingredients.	The market is saturated with low-cost food ingredients from China and other countries that have an FTA with Thailand.
The e-commerce market is expanding rapidly in Thailand. According to the Hootsuite, 56.85 million Thais engaged in social media in 2022.	High import tariffs for some U.S. products have encouraged importers to source products from other countries that have an FTA with Thailand.

SECTION II – ROAD MAP FOR MARKET ENTRY

Entry Strategy

U.S. exporters looking to sell food ingredients to Thailand should establish good relationships with local importers, distributors, and food manufacturers. The right trade partners can offer U.S. exporters valuable market insights, and major food ingredients importers and food manufacturers have established relationships with relevant government authorities. Another effective entry strategy is attending local or regional trade shows to establish new contacts and to assess market potential. Post recommends U.S. exporters attend Food Ingredients Asia 2023 (<https://www.figlobal.com/asia-thailand/en/home.html>). Thai buyers and food processors looking for new food ingredients regularly attend this show.

Market Structure

There are two main channels for exporting food ingredients to Thailand. The first channel is through importers that have their own distribution network and distribute directly to manufacturers. The second channel is through food and beverage manufacturers that can import directly from the country of origin.

Import Procedures

Food import procedures for Thailand are available at [“Thailand: Food and Agricultural Import Regulations and Standards Country Report”](#)

Sector Trends

Thailand’s food processing industry has developed rapidly over the past decade and is one of the most developed in Southeast Asia. Most food processors are small-to-medium sized and predominantly serve the domestic market. However, there are many medium-to-large food processors that produce higher-value products for domestic and export markets.

Table 2: Sales of Packaged Food by Sector 2018-2022 (in millions of U.S. dollars)

Products	2018	2019	2020	2021	2022
Dairy	2,607	2,793	2,545	2,365	2,562
Rice, Pasta, and Noodles	1,828	1,979	2,159	2,181	2,210
Savory Snacks	1,393	1,529	1,376	1,307	1,394
Sauces, Dressings, and Condiments	1,356	1,474	1,527	1,580	1,547
Baked Goods	1,009	1,122	1,157	1,185	1,215
Baby Food	960	996	953	854	924
Confectionery	775	820	769	740	785
Edible Oils	593	714	861	1,073	1,301
Processed Meat and Seafood	606	667	731	805	830
Ready Meals	534	616	652	663	661
Plant-based Dairy	578	605	552	527	570
Sweet Biscuits, Snack Bars, and Fruit Snacks	452	495	465	465	494
Ice Cream	373	408	394	372	408
Breakfast Cereals	76	83	78	73	73
Sweet Spreads	79	84	84	85	83
Processed Fruit and Vegetables	67	72	74	74	74
Meat Substitutes	17	19	21	33	34
Soup	12	13	12	11	11
Total	13,314	14,489	14,410	14,393	15,176

Source: Euromonitor

The packaged food industry is highly fragmented, with the top ten companies controlling about one-third of the total sales value. Thailand’s processed food sector uses a variety of inputs including dairy-based ingredients, wheat, soybean, seafood, poultry, rice, grains, sugar, juice concentrate, meat, nuts, dried fruits, and pulses.

The pandemic has changed consumers’ attitudes towards health, safety, the environment, and sustainability and accelerated a trend towards preventative health. Due to a rise in food costs, consumers

are looking for simple nutritious food and beverages that are affordable. Food manufacturers have to develop products that can provide not only basic nutritional needs to consumers but also support both physical and mental health in a sustainable way. [The Trendipedia 2023 report](#) found the following four food trends in the Thai market: In Control, Flexi-Shopping, Eatertainment, and Local Reclaimed. The “In Control” trend reflects how Thai consumers eat and drink to feel more in control of their lives. Consumers purchase products with ingredients that meet their health and diet requirements. In the “Flexi-Shopping” trend, consumers are more cautious with their spending and tend to buy products that are the best values. In the “Eatertainment” trend, social media communities play important roles in shaping new food trends and encouraging buying decisions. Finally, in the “Local Reclaimed” trend, manufacturers develop new products that highlight local flavors or local ingredients.

Thailand is one of the fastest-growing e-commerce markets in Southeast Asia and even around the world. E-commerce and online marketplaces have started playing a key role in the food sector as a faster and more convenient channel that provides a better experience to customers. Growth in e-commerce, along with product innovations in the retail space, have provided opportunities for packaged food and the need for food ingredients. The information on Thailand’s food e-commerce market is available at FAS USDA Gain report “[Thailand’s Grocery E-Commerce Market](#)”.

Another interesting trend in Thailand is the growing interest in using cannabis and hemp ingredients in food and beverages. The Ministry of Public Health has decriminalized possession of cannabis plants (any part) and extracts with THC or CBD content no greater than 0.2 percent, which took effect since June 2022. With this legal change, major food and beverage manufacturers have invested in research and development to create greater added value in the cannabis products. A report on hemp and cannabis foods and beverages in Thailand is available at FAS USDA Gain report “[Thailand’s Industrial Hemp report](#)”.

Major Segments in the Food Processing Industry

Functional Beverages – Euromonitor expects the functional drink market in Thailand to grow 4 percent in retail value to reach \$2 billion in 2026. The pandemic has amplified consumer trends in health and well-being. The demand for innovative, well-being, healthy, and immunity-promoting products has surged. Osotspa, TC Pharmaceutical, and Carabao Dang Group are major local players that dominate the energy and functional drink market in Thailand. Osotsapa has a market share of around 43 percent in this sector with their C-Vitt, Peptein, and Calpis brands. Beverages that have high vitamin content and use herbal extracts are some of the most in demand products in this market. Hot drink manufacturers have increased the use of herb extracts due to their health benefits. In addition, sport drinks with potassium and magnesium, high protein drinks, and beverages fortified with collagen, antioxidants, and hyaluronic acid for skin nourishing and anti-ageing are examples of beverage products that have gained in popularity for their health benefits. There are a lot of opportunities for food and beverage products that cater to specific needs of older adults such as taste, nutrition, texture, and easy preparation. Thai consumers are willing to pay a premium for functional benefits. Therefore, beverage manufacturers are embracing innovation and seeking new beverage ingredients to gain a larger share of the growing market.

Processed Seafood – Processed seafood products are an important export for Thailand (e.g., most canned and frozen fish products are exported). The processed seafood market can be categorized into

three major segments: chilled, frozen, and shelf stable. In 2022, the shelf-stable seafood category grew the fastest, followed by frozen, and then chilled. The value of Thailand's processed seafood exports was \$5.5 billion in 2022, a 6.1 percent increase from the previous year. Seafood processors produce and export a variety of products, from basic raw frozen products to value-added products. Canning processors mainly use tuna, sardines, and mackerel as well as other processed seafood products made from salmon, cuttlefish/squid, pollock, shrimp, clams, and crabs. Popular Thai brands include Three Lady Cooks, Roza, Sealect, Hi-Q, Ayam, Nautilus, and Pumpui. Processors anticipate an increase in demand for processed seafood products as the tourism and HORECA sectors recover and online shopping, home delivery services, and home cooking trends continue.

Snack Foods – Thailand's market for snack foods totaled \$1.1 billion in 2022, an 11 percent increase from the previous year. Potato snacks, led the snack food market with a 39 percent market share, followed by extruded snacks with 30 percent, nuts with 12 percent, fish and cuttlefish snacks with 11 percent, and crackers with 6 percent. Snacking trends are changing as consumers are increasingly looking for snacks that are not only tasty but also good for their health. Consumers are looking for snacks with essential nutrients and that incorporate other functions such as high protein, vitamins, and fiber. The demand for plant-based snacks with high protein has also increased. Adding plant-based ingredients (dried fruits, nuts, pulses) into snacks can appeal to health-conscious consumers with high-protein and high-fiber options. Ingredients widely used in plant-based snacks are dried fruits and vegetables, nuts, cereals, popcorn, peas, potato flour, potato starch, mushrooms, and tofu. However, as consumers adapt to high cost of living and are cautious on their spending, number of food manufacturers have to take into account both affordability and indulgence for their new product development.

Bakery – Sales of bakery products grew 11 percent from the previous year to \$1.2 billion in 2022. Experts forecast that there will continue to be a positive growth in bakery products in Thailand through 2028. Consumer expenditure on bread and cereals in 2022 was \$192 per capita, a 7.5 percent increase from 2021. The Euromonitor forecasts that the bakery market in Thailand will grow as consumers are eating more bakery products for their convenience and availability. Bakery manufacturers also develop new products to highlight different festive occasions such as Chinese New Year, Valentine's day, Mother Day, and Mid-Autumn festival. One successful marketing tactic is the collaboration of bakery products with popular branded ingredients. For example, S&P launched its "[Chocolate Cake made with KitKat](#)." The most popular bakery products in Thailand are pastries, cakes, and bread. Urban Thais also consume bakery products as main meals, especially breakfasts foods such as waffles, croissants, pancake, sandwiches, pies, and muffins. The croissant trend remains strong in Bangkok with a variety of shapes, flavors, and textures. Convenience stores and supermarkets are the largest distributors of bakery products, followed by quick service restaurants located in shopping malls and office building catering to urbanites. Bakery manufacturers anticipate using more healthy ingredients, such as fibers, dried fruits and nuts, and grains, to offer a variety of new bakery products that are healthy and delicious.

Fruit and Vegetable Juices – The market value of Thailand's ready-to-drink fruit and vegetable juices was \$261 million in 2022, a 7 percent increase from the previous year from the recovery of the tourism sector. The leading juice manufacturers include [Tipco](#), [Malee](#), [Unif](#), [Chabaa](#), and [Doikham](#). The premium market segment (i.e., 100 percent fruit and vegetable juice) includes both ultra-high temperatures processed and pasteurized beverages with 2022 sales at \$89 million. Fruit and vegetable beverages are subject to an excise tax charged based on the suggested retail price (SRP) and an excise tax on the amount of sugar, which went into effect in September 2017. As consumers monitor their

sugar intake and are more concerned with what they consume, fruit and vegetable beverage manufacturers have focused more on developing new products that offer health benefits and are looking for new and functional healthy ingredients. The growth of the middle class and senior populations also creates opportunities for this sector to grow as they are willing to pay a premium for products that can deliver health benefits.

Ready-to-Eat Products – Euromonitor reported that the ready-to-eat meal market reached sales of \$661 million in 2022, an 8 percent increase from the previous year. Chilled and frozen ready-to-eat products occupy 60 percent of the market, while another 40 percent is for dried and shelf stable ready to eat products. An increasing level of urbanization, hurried lifestyles, growing numbers of supermarket and convenience stores, a variety of menu choices, and increased access to ready-to-eat food has driven the rapid expansion of the ready-to-eat food market in Thailand. Major players are CP All, Charoen Pokphand Foods, S&P Syndicate, Surapon Foods, Prantalay Marketing, Thai President Foods, Thai Preserved Food Factory, and Wan Thai Foods Industry. CP All continues to lead this market selling ready-to-eat-meals through its 7-Eleven convenience stores, which is the category’s main distribution channel. Popular menus for ready-to-eat meals are Thai local dishes (such as spicy Thai basil chicken with rice, fried rice with crab meat, Thai curry with rice, and fish rice porridge) and other Asian and western style dishes (such as dumplings, buns, spaghetti, burger, and pizza). Food manufacturers of chilled and frozen ready-made meals are seeking to cater to health-conscious consumers with busy lifestyles by incorporating healthier ingredients such as fish, meats, pulses, whole grains, cheeses, and vegetables into their products. Other potential food ingredients are seasonings, spices, flavors, dairy ingredients, plant-based starch, and plant-based proteins.

Plant-Based Food – Heathy and plant-based foods are going mainstream. Demand for plant-based food products has increased rapidly in recent years. Euromonitor estimated that the market value of plant-based food in Thailand will surge from \$845 million in 2019 to \$1.5 billion in 2024, with an average annual growth of 10 percent. The rise of vegan and flexitarian consumers, as well as consumers who are concerned not only for their health but also the planet and environment, are fueling the demand for plant-based proteins such as soy protein, pea protein, and rice proteins. The alternative milk market has become increasingly competitive due to the introduction of other plant-based milk, including almond, corn, pistachio, rice, oat, sesame, coconut, and soy milk, which has dominated the alternative milk market (93 percent market share). For the meat alternative market, Thai food manufacturers continue to invest in food innovation to develop new products. For example, Betagro launched new alternative protein ready to cook products under the Meatly! brand. The products are made from soybean as the main ingredient offering high protein and fiber; wheat and rice bran oil in May 2022 and Thai Union launched plant-based shrimp dumplings under the OMG brand in June 2022.

SECTION III – COMPETITION

Thailand’s food ingredient imports reached \$3.3 billion in 2022. The United States is the fourth largest supplier of these products. The import value of U.S. dairy ingredients, dried fruits and vegetables, tree nuts, fish, yeasts, dried pulses, and cocoa powder all grew in 2022. Although domestic ingredients hold the greatest share of the market, they tend to be low-value items. High-value raw and semi-processed products, such as grains, dairy ingredients, specialty bakery and snack ingredients, functional food and beverage ingredients and plant-based ingredients, are generally not available locally.

Table 3: Thailand Food Ingredient Imports from the World

Partner Country	Value in Thousands of U.S. Dollars		% Change
	2021	2022	
China	490,895	577,890	17.72
Singapore	411,933	437,615	6.23
New Zealand	345,372	468,522	35.66
United States	318,731	343,098	7.65
Australia	172,456	199,079	15.44
Vietnam	210,910	182,284	(13.57)
Indonesia	292,879	164,619	(43.79)
Malaysia	122,730	143,444	16.88
Netherlands	68,142	69,384	1.82
France	60,026	63,146	5.20
Other	731,303	686,808	(6.08)
Total	3,225,377	3,335,890	3.43

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

Europe, Australia, New Zealand, Canada, and other ASEAN countries. U.S. suppliers must be prepared to lend considerable technical support to food processors and distributors to develop products that will boost demand for their ingredients.

Importers report that U.S. food ingredients are generally less competitive in terms of price, service, and delivery time but offer high-quality and innovative products. U.S. exporters need to focus on product innovation, services, technical support, and quality, and position their products in the middle-high price range. Trade shows such as Food Ingredients Asia and local market promotions are highly effective ways to promote U.S. food ingredients and compete with similar products from China,

Table 4: Thailand's Food Ingredient Imports from the United States, 2021-2022

Unit: U.S. Dollars

Description	2021	2022
Milk and Cream, concentrated or containing added sweetening	29,806,411	45,292,865
Almonds, fresh or dried, shelled and in shell	22,483,265	31,273,676
Whey and other products	19,489,954	25,554,427
Vegetable Saps and Extracts; Pectic Substances, Pectinates and Pectates; Agar-Agar and other Mucilages and thickeners, derived from vegetable products	10,314,796	18,106,210
Cheese and Curd	7,021,664	8,948,744
Pistachios, fresh or dried, shelled and in shell	5,092,988	10,306,619
Vegetables, dried, whole, cut, sliced, broken or in powder, but not further prepared	3,518,524	5,430,892
Hazelnuts or filberts (Corylus Spp.) fresh or dried, in shell	2,042,228	5,166,080
Malt Extract; food preparations of flour, meal, etc.	6,174,229	4,216,957
Raisin	3,833,011	3,797,291
Essential oils, concretes and absolutes	2,921,119	3,103,790
Yeasts	3,994,433	2,660,130
Leguminous vegetables, dried shelled	1,517,531	1,847,686
Walnuts, fresh or dried, shelled and in shell	1,200,659	1,172,486
Prunes, dried	845,694	897,894
Food Preparations, Nesoi	189,182,962	166,831,500
Other food ingredients	9,291,308	8,490,874
Total Food Ingredients	318,730,728	343,098,121

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

Section IV – Best Product Prospects

Products Present in the Market that Have Good Sales Potential

- Healthy and functional food ingredients including dried fruits, nuts, pulses, plant-based proteins (e.g., soybean, nuts, and pulses), dairy proteins, nutrients, vitamins, minerals, prebiotics, probiotics, dietary fiber, essential oils, and collagen. There is also a growing demand for organic, gluten free, plant-based, herbal extracts, and immune boosting food ingredients.
- Sweeteners used in non-alcohol beverages and the confectionery industry. Beverage manufacturers are reducing sugar content to minimize the impact from the excise tax.
- Fish fillets for processed seafood, frozen food, and ready-to-eat products.

Products Not Present in Market with Good Sales Potential

- Products that can be substituted for traditional ingredients such as preservative-free ingredients that provide extended shelf life and nutrient/functional ingredients. Thai consumers prefer foods that are flavor-intensive, palate-pleasing, and healthy.

Products Not Present Because They Face Significant Barriers

- Pork products, chicken, and novel ingredients that have a history of use less than five years.

Section V - Post Contact and 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 comment regarding this report should be directed to the Foreign Agricultural Service in Bangkok at the following addresses:

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Attachments: [Major Food and Beverage Processors in Thailand.pdf](#)