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**Report Name:** Food Service - Hotel Restaurant Institutional

**Country:** Thailand

**Post:** Bangkok

**Report Category:** Food Service - Hotel Restaurant Institutional

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**Report Highlights:**

This report contains information about Thailand's food service industry. It provides an overview of market opportunities and key channels of distribution for U.S. food and beverage products destined for the food service market in Thailand.

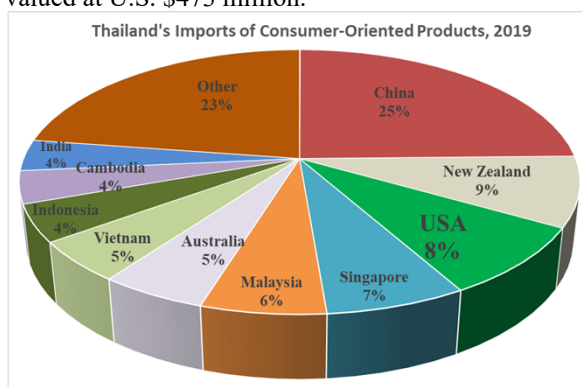
# Market Fact Sheet: Thailand

## Executive Summary

Thailand's highly competitive hotel, restaurant, and institutional food service (HRI) sector is comprised of approximately 150,000 outlets. The industry has steadily increased in recent years driven by continuous growth in the country's tourism industry as well as changes in consumer behavior as modern urban families tend to eat out more regularly. Thailand imported U.S. \$473 million in consumer-oriented foods from the United States in 2019. HRI establishments are heavy users of imported products for food preparation, ready-to-eat meals, and catering services for airlines and cruise lines. In 2019, per capita consumer expenditures on hotels and catering totaled U.S. \$862 per person, a 10 percent increase from the previous year. The macroeconomic situation and key data about the Thai economy can be found in [Thailand's Exporter Guide Report dated December 27, 2019](#).

## Imports of Consumer-Oriented Products

In 2019, the United States was the 3<sup>rd</sup> largest supplier of these products to Thailand with exports valued at U.S. \$473 million.



## Food Processing Industry

Thailand's food processing industry has developed rapidly and is one of the most developed in South East Asia with more than 10,000 food and beverage processing factories. In 2019, Thailand's food ingredient imports exceeded U.S. \$2.73 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 expanded by 2.8 percent in 2019, with a total value of approximately U.S. \$116 billion. 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 number of food retail outlets continues to grow with over 18,000 convenience store and supermarket locations. 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 2019

**Imports of Consumer-Oriented Products:** U.S. \$5.5 billion

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

- |                        |                         |
|------------------------|-------------------------|
| 1) Dairy product       | 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) 2019

Total Agricultural Exports:	\$42.4
Total Agricultural Imports:	\$17.2
Modern Trade Retail Sales:	\$113.0
Full-Service Restaurant Sales	\$6.0
Food Delivery Sales (Est. by 2020)	\$1.1
Food and Drink E-commerce Sales	\$0.3

#### 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) Bug 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): \$543.7  
 GDP per capita (USD): \$7,996

## Strengths/Weaknesses/Opportunities/Challenges

Strengths	Weakness
Thailand has a strong food culture and well-established food service market. Thai consumers in major cities enjoy dining-out and well receptive to new food trends.	Competition from other food exporting countries that have a free trade agreement with Thailand.
Opportunities	Threats
The growth in the tourism industry and expansion of restaurants in Thailand, which are heavy users of imported products.	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, Kbank Research, and Industry Estimates

## SECTION I: MARKET SUMMARY

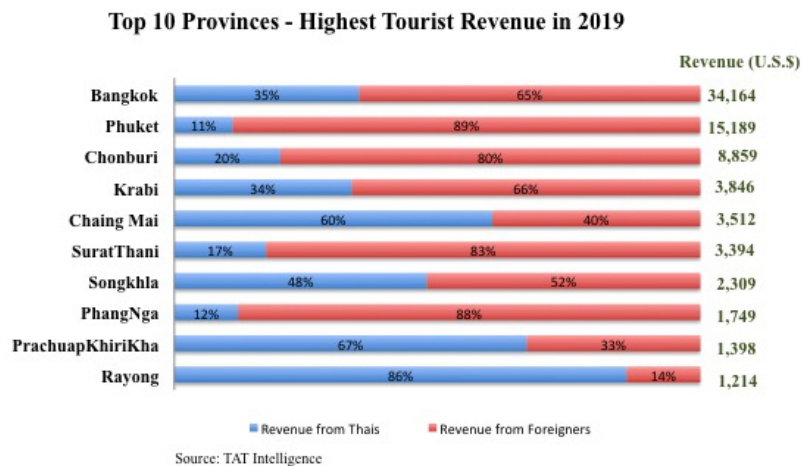
Thailand’s hotel, restaurant, and institutional food service (HRI) sector is highly competitive and is comprised of approximately 150,000 outlets including some 100,000 restaurants and more than 5,000 hotels and resorts. The industry has steadily grown driven by continuous growth of the tourism sector as well as an increased propensity of modern urban Thais families to eat out. In 2019, Thailand imported U.S. \$473 million in consumer-oriented foods from the United States. 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 2019, per capita consumer expenditure on hotels and catering was U.S. \$862 per person, a 10 percent increase from the previous year.

Consumer Expenditure on Hotels and Catering 2014-2019						
(million US\$)	2014	2015	2016	2017	2018	2019
Catering	26,437	28,422	28,822	33,500	37,970	41,834
Accommodation	9,534	10,616	11,805	14,352	16,384	18,215
<b>Total Consumer Expenditure on Hotels and Catering</b>	<b>35,971</b>	<b>39,038</b>	<b>40,627</b>	<b>47,852</b>	<b>54,354</b>	<b>60,049</b>

Source: Euromonitor and USDA Foreign Agriculture Service - Bangkok, Thailand

According to the Office of National Economic and Social Development Council, the Thai economy is expected to contract between 7.8 and 7.3 percent in 2020. The major contributors to the contraction are a sharp decline in international tourists, the severe global pandemic recession, and drought. Thailand’s tourism industry is a significant part of the Thai economy and an important component of the service sector. The service sector accounts for approximately 13-14% of the Thailand’s GDP. The COVID-19 pandemic caused the Thai tourism sector to severely contract due to a temporary government-directed lockdown and continued restrictions on international travel. The Ministry of Tourism and Sports reported that 39.8 million international tourists arrived in 2019, a 3.9 percent increase from the 38.3 million tourists that visited Thailand in 2018. Siam Commercial Bank’s Economic Intelligence Centre (EIC) forecasts, however, that the number of foreign tourists in 2020 will plummet to 6.7 million due to travel restrictions. Several businesses have had to reduce their staff or close their stores. The hotel and restaurant sector saw the highest unemployment rate at 2.9 percent.

Thailand’s tourism industry has been one of the primary factors of growth for the country’s foodservice industry. Revenue from foreign tourists was U.S. \$54.7 billion in 2019 (revised in Sep 2020), which accounted for 11.1 percent of GDP, while revenue from Thai tourists was around U.S. \$34.9 billion. Roughly 15 percent of tourism spending is spent in restaurants. Major tourist destinations, including Bangkok, Phuket, Krabi, Chiang Mai, and Pattaya, have been the hardest hit from the reduced number of international tourists.

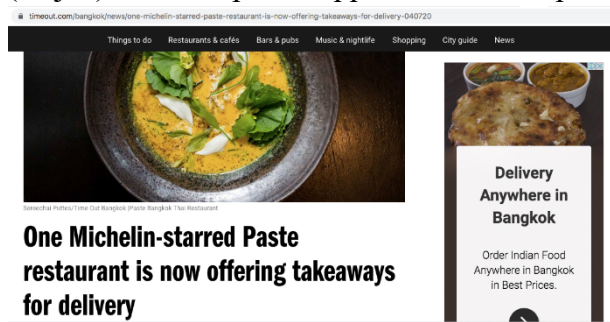


The hotel's accommodation and food service business contracted by 50.2 percent in the 2<sup>nd</sup> quarter of 2020 as no international tourists could enter Thailand. The announcement of the emergency declaration led to the closure of all borders from April 4<sup>th</sup> to June 30<sup>th</sup>. Revenue from tourism was only U.S. \$605 million during that time period as it was only from domestic tourists. The average hotel occupancy rate was at 6.5 percent, compared to 70.8 percent during the same period last year.

About 80 percent of the hotels re-opened after June 2020 to accommodate domestic demand. The Ministry of Tourism and Sports aims to bring the first batch of international tourists to Thailand by October 2020, and Bangkok will be the primary destination. The Thai government is also looking to establish travel bubbles to provide relief to the tourism sector. Travel bubbles will allow quarantine-free travel between countries that are deemed low risk for COVID-19 or have successfully controlled the domestic outbreak. However, the impact of this measure in boosting overall tourism in 2020 is expected to be very limited.

Thailand has over 100,000 restaurant establishments across the country. Prior to the pandemic, the restaurant sector expanded by 4-5 percent annually and is expected to keep growing by at least 4 percent until the end of 2020 due to changes in consumer behavior for dining out and ordering takeout. However, the pandemic caused restaurant sales revenue to drop severely during the first half of 2020. The Thai government implemented a temporary lockdown from March 22 to April 30 to stop the spread of COVID-19. Full-service restaurants were hit the hardest as their main source of income is from customers dining-in. According to the Thai Restaurant Business Association, approximately 10-15 percent of restaurant business operators, especially medium to large sized, are expected to exit the industry by the end of 2020. However, takeout and food delivery were exempted from the lockdown and continued providing food during that time. As a result, food delivery services experienced rapid growth in business during the first half of 2020.

The pandemic accelerated the adoption and growth of food delivery in Thailand. Restaurants are developing new dishes that are suitable for the rising demand for at-home-eating. Restaurants are partnering with mobile-based delivery services such as Line Man, GrabFood, Food Panda, and Get Food (Gojek) to develop new opportunities to capture more business during the COVID-19 pandemic. Many



well-known fine-dining restaurants had their food delivered during the government's lockdown period. Delivery sales more than doubled during the lockdown period from the same period last year. There were more than 1.8 million food delivery orders placed every day between March and April 2020. Strong delivery sales growth, the introduction of new marketing initiatives, and new technologies to accommodate the surge in demand helped alleviate the adverse impact of the pandemic on food sales to a

certain degree. The update on the Thai food delivery market is available in [Thailand Online Food Delivery Market](#) Report.

The restaurant sector is highly competitive with international chains competing with well-established local restaurants and other small-to-medium sized food establishments. Low barriers for entry lead to new establishments regularly entering the market and bringing with them new ideas and concepts. Food outlets are located everywhere in Thailand ranging from small street carts to five-star restaurants in some of the world's finest hotels.

(US\$ Million)	2017		2018		2019*	
	Revenue	%	Revenue	%	Revenue	%
<b>Café</b>	281	15.8	319	17.8	387	19.4
<b>Restaurant</b>	741	41.7	717	40.0	768	38.5
<b>Fast Food</b>	582	32.8	561	31.3	625	31.4
<b>Ice Cream and Bakery</b>	171	9.7	197	11.0	213	10.7
<b>Total</b>	<b>1,776</b>		<b>1,794</b>		<b>1,993</b>	

Source: Ministry of Commerce and Industry Estimates  
\* Forecast figures

Competition in the restaurant sector in Bangkok is high as more retail space is being allocated to food and beverage outlets in shopping malls and as food delivery services become more popular. Thus, restaurants compete on a variety of factors including price, food quality, value perception of menu, service, trendiness, new product development, and food variety.

Japanese and Korean style foods such as ramen, shabu, yakiniku, Korean barbecue, Bibimbap (Korean style hotpot mixed rice), Chinese cuisine, American style burgers, Italian pizzas and pasta, and French cuisine are popular in Thailand, especially among Thai teenagers.

Thailand's restaurants can be divided into three categories as follows:

**Quick Service Restaurants (QSR)** hold a 10 percent market share for the restaurant sector and have become increasingly popular in Thailand, with an annual growth rate of 8-10 percent. Patrons of QSRs in Thailand are a diverse group including traditional families, office workers, teenagers, and tourists.

**Sales in Quick Service Restaurants 2014-2019 (in \$million)**

	2015	2016	2017	2018	2019
Asian Limited-Service Restaurants	11.4	12.3	14.0	15.9	19.3
Bakery Products Limited-Service Restaurants	321.5	325.4	356.0	392.9	420.9
Burger Limited-Service Restaurants	199.5	213.3	264.0	305.1	311.6
Chicken Limited-Service Restaurants	515.7	564.4	629.7	745.6	808.5
Convenience Stores Limited-Service Restaurants	1,282.3	1,389.0	1560.4	1,991.9	2,213.7
Ice Cream Limited-Service Restaurants	232.0	231.3	251.4	266.4	289.6
Pizza Limited-Service Restaurants	198.4	207.0	226.4	271.1	297.5
Other Limited-Service Restaurants	521.7	544.7	623.4	714.1	810.7
<b>Total</b>	<b>3,282.5</b>	<b>3,487.5</b>	<b>3,925.3</b>	<b>4,702.9</b>	<b>5,171.8</b>

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

The QSR market is dominated by franchises, which sell chicken, burgers, bakery products, pizza, ice cream, and breakfast meals. Traditionally, about 80 percent of Thailand's food franchises are formed through partnerships with U.S. brands (e.g., McDonald's, KFC, Taco Bell, Pizza Hut, Au Bon Pain, Subway, and Domino Pizza) and non-U.S. brands (e.g., Bonchon Chicken, Chabuton ramen, Mos Burger, and Yoshinoya). It is estimated that the QSR market will grow to reach nearly U.S. \$6.6 billion by 2024. However, the QSR sector faces a growing challenge from consumers that perceive fast food as unhealthy. Thai consumers also increasingly focus on healthiness and food quality.

**Full-Service Restaurants** represent about 10 percent of all establishments in the restaurant industry. In Thailand, Japanese restaurants are consumers’ top preference, followed by Italian, Chinese, American, and Vietnamese restaurants.

**Sales in Full-Service Restaurants 2014-2019 (in \$millions)**

Full-Service Restaurants	2015	2016	2017	2018	2019
Chained Full-Service Restaurants	1789.70	1,796.20	1,950.60	2,099.10	2,225.50
Independent Full-Service Restaurants	3,097.70	3,048.70	3,245.40	3,515.80	3,805.80
<b>Total</b>	<b>4,887.40</b>	<b>4,844.80</b>	<b>5,196.00</b>	<b>5,614.90</b>	<b>6,031.20</b>

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

According to Euromonitor, the overall market sales of full-service restaurants in 2019 was U.S. \$6 billion. While chain full-service restaurants make up just over a third of the full-service sector, their market share has been growing due to increased consumer preference for convenience, hygiene, and high-quality standards. High-end restaurants reach teenagers and young professionals by offering high-quality food in a unique atmosphere. Many full-service restaurant chains offer takeout and delivery options, which are also popular.

**Small Restaurants (SMEs-Small Medium Enterprises)** represents 80 percent of all restaurants in Thailand. The influence of hypermarkets and shopping center food courts has raised standards for this sector and put increased pressure on street vendors. However, the street food category had steady growth, while the restaurant category had low growth. The food delivery category had the highest rate of growth. SME restaurants have adopted to the competition by finding unique niches that will appeal to specific consumer groups.

Demand for convenience and the increase of the urban population have pushed up spending on dining out. The urban population in Bangkok spent over 40 percent of their income on dining out. This has helped pave the way for the food industry to offer more selection and variety. Thais are also purchasing tea and coffee increasingly at restaurants. Thai consumers drink coffee on average 300 cups per year. Coffee has steadily been growing popularity and can be found throughout Thailand.

The long-term outlook for the restaurant sector in Thailand remains positive with a slower growth pace so long as Thailand continues to manage the pandemic successfully as it has so far. Thailand has a strong food culture with food playing a role with identity and relationships. According to Euromonitor, Thailand’s food and beverage industry revenue will continue to grow at 4.7 percent between 2012 and 2022. Revenue grew from U.S. \$21 million in 2012 to U.S. \$25 million in 2017 and is expected to grow to U.S. \$31 million by 2022, which is driven mainly by an increase in the number of outlets and the growth of food delivery. The continued expansion of retail mall operators and modern retail food establishments will give Thais, particularly those in the provincial areas, easier access to casual dining restaurants. To compete for these consumers, restaurants use a variety of strategies including introducing new food products, using online sales and online marketing, and branding that advertises not just the food but also a lifestyle.

Consumer Expenditure on Food, Alcoholic and Non-Alcoholic Beverage 2014-2019						
(million; US\$)	2014	2015	2016	2017	2018	2019
<b>Food</b>	51,585	50,260	50,880	53,517	59,761	65,996
<b>Non-Alcoholic Beverages</b>	8,048	7,755	7,624	8,009	8,887	9,750
Coffee, Tea, and Cocoa	1,480	1,429	1,405	1,533	1,709	1,879
Mineral Waters, Soft Drinks, Fruit and Vegetable Juices	6,568	6,326	6,219	6,476	7,178	7,871
<b>Alcoholic Beverages</b>	5,517	5,408	5,176	5,359	5,946	6,447
Wine	268	288	291	323	368	402
Spirits	2,638	2,624	2,341	2,340	2,576	2,799
Beer	2,612	2,497	2,544	2,696	3,002	3,246

Product innovation is very important with today’s rapid change in consumer tastes. All brands must continue innovating in order to remain relevant with customers. The big “new normal” trend during the pandemic is rising health awareness and demand for healthy and nutritious food. Many restaurants recently introduced dishes with plant protein at their restaurants. The Zen Corporation, which owns the Kiang street food brand, introduced “Spicy Thai Basil Plant Meat with Rice” (Pad Krapow Mai Nue). The Minor Food Group, the operator of Sizzler, introduced “Beyond Caramelized Onion Burger with Spicy Coleslaw and Omni Curry Steak with Krapao Spaghetti.

**Spicy Thai Basil Plant Meat with Rice**



**Beyond Caramelized Onion**



Mudman Public Company, the operator of Au Bon Pain cafes, also introduced plant-based meals at their restaurants earlier this year. In addition to health and wellness trend, these restaurants also launched new innovative dishes with interesting tastes and appearances to lure their customers. For example, the Pizza Company introduced new crusts and toppings such as Cheesy Shrimp Pizza and Super Cheese Pizza, Swensen’s launched the extension of its bingsu, the Korean shaved ice product line with bingsu cake and bingsu drinks.

Social media has become another important tool for restaurants to market their unique service and develop brand awareness among important customer groups. Restaurants will use social media to highlight creative and unique projects to strengthen their brands to existing customers and attract new customers. For example, the Japanese dessert franchise Kyo Roll En recently partnered with renowned Michelin chefs in introducing signature and creative concept roll cakes with interesting stories under “#keeprolling” to their consumers. In addition, the chef table concept has gained popularity since 2018. The chef table concept is a special, private dining experience that accommodates 10-12 guests with an advanced reservation. The menu provided is a unique and tailored menu that is created and served by the chefs themselves. The venue used is normally in the chef’s kitchen.

Thailand's e-commerce market is fast growing and remains a promising new market given Thailand's population of 66 million people and high mobile phone, social media, and internet penetration. Technology has influenced consumers' purchasing behaviors as they can easily access information and make purchases through the internet. Social media platforms, such as Facebook, Twitter, and Instagram, are popular among Thais and have played a vital role in augmenting the growth of the Thai foodservice market. During the lockdown, celebrities and bloggers have been posting food pictures as well as providing feedbacks about their healthy diets and lifestyles, which boosts the health and wellness trend in Thailand.

The catering business in Thailand is organized into four categories: contract caterers (Compass Group, F&B International Co.), airline and exhibition caterers (Thai Airways International Plc., LSG Skycheffs, Bangkok Air Catering, BITEC, and Impact Arena), hotels and medium to high-end restaurants, and small local caterers. For airline catering, THAI catering is the industry leader with a market share of over 70 percent, serving over 70,000 meals a day (prior to the pandemic). About 21 percent of food purchased by THAI catering is imported. The pandemic has hit the airline catering the most. However, airlines have been selling their airline meals in stores and made their in-flight meals available for delivery in order to generate some revenue since many flights are grounded due to the COVID-19 pandemic travel restrictions.

For contract catering caterers, the target clients are customers at private workplaces, employee restaurants, and executive diners. These clients include local, national and international organizations, military services, hotels, hospitals, and office buildings. Many of these establishments also have cafeterias and food courts for their staff and customers. Approximately 10 percent of catering service menus use imported products such as frozen potatoes, beef, salmon, sauces and seasonings, cheese, butter, dried fruits, nuts, fresh fruits and vegetables, turkey, and a variety of beverages. Some restaurants also provide outside food catering services and snack boxes for corporate events.

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, seasonings, fresh fruits, dried fruits, nuts, bakery filling, fruit juices, juice concentrate, wine, and craft beer are well known by this sector.

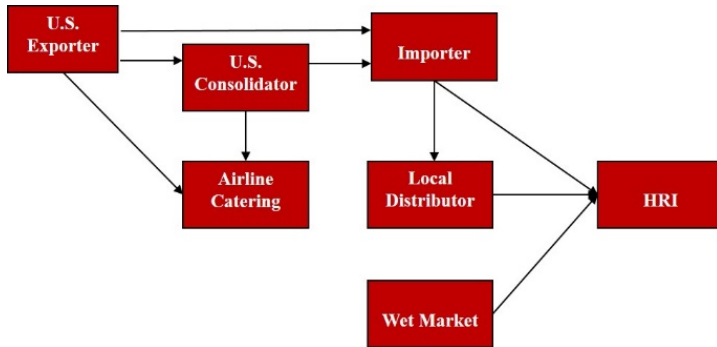
### **Advantages and challenges facing U.S. products in Thailand**

<b>Advantages</b>	<b>Challenges</b>
Excellent opportunities exist for U.S. products targeting niche markets. Thais are increasingly dining out and demanding healthier meal options.	Bilateral free trade agreements between Thailand and other countries (i.e. China, Australia, and India) make U.S. products less competitive due to higher tariffs.
Thais in urban areas (54 percent of the population) increasingly spend more on imported food items and changing their habits to eat more western style foods.	U.S. products are not always price-competitive compared to imports from other Asian countries due to high tariffs, shipping costs, and transit times.
Local Thai consumers view U.S.-origin products as high quality and safe.	Thai government's policies and actions try to increase demand for local Thai products.



A wide range of restaurants and menus to meet demands of tourists requires a wide variety of products.	Market penetration for imported products is mostly concentrated in Bangkok and other major tourist-destination provinces.
Restaurants are offering more niche products to appeal to consumers with higher incomes by offering premium products.	Local manufacturers have lower production costs and can quickly adjust their products to match changes in consumer behavior.

## SECTION II: ROAD MAP FOR MARKET ENTRY



Direct contact with local food service importers is the best entry strategy for U.S. exporters. Hotels and resorts do not import food directly in volumes to be attractive to U.S. exporters and typically use food service importers.

Restaurants such as fast food chains or family style restaurants also order and purchase imported food from food service companies or from their affiliated companies who act as their distributors. Five-star hotels and resorts are the heaviest users of U.S. products. International restaurants located in Bangkok, Chiang Mai, Hua-Hin, Samui Island, and Phuket are other potential markets for U.S. exporters. Direct contact with catering services is also recommended. FAS Bangkok can provide a list of importers to U.S. companies upon request.

## SECTION III: COMPETITION

U.S. agricultural exports to Thailand have encountered fierce competition from not only local Thai-produced products but also imported products from countries that have a free trade agreement with Thailand such as China, Australia, New Zealand, Japan, Chile, and South Korea. However, HRI business operators are confident in U.S. products' quality and consistency.

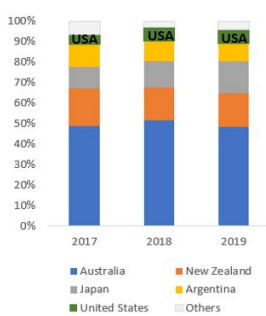
### Beef and Beef Products



**Value:** U.S. \$7.14 million  
**Market Share:** 6.9 percent  
**Change from 2018:** +4.3 percent

**Major Suppliers:**

- Australia 48.6 percent
- New Zealand 16.1 percent
- Japan 15.7 percent



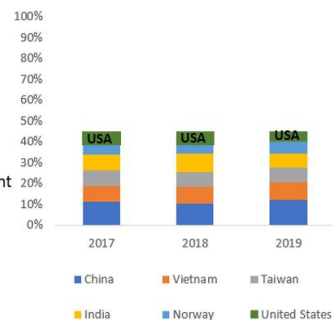
### Fish and Seafood



**Value:** U.S. \$180.5 million  
**Market Share:** 5.0 percent  
**Change from 2018:** -30.0 percent

**Major Suppliers:**

- China 12.2 percent
- Vietnam 8.4 percent
- Taiwan 6.9 percent



## Cheese



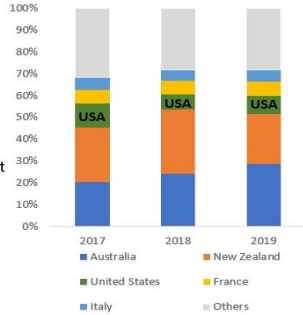
**Value:** U.S. \$7.3 million

**Market Share:** 8.5 percent

**Change from 2018:** +12.6percent

### Major Suppliers:

- Australia 28.7 percent
- New Zealand 22.9 percent
- France 6.3 percent



## Frozen Potato



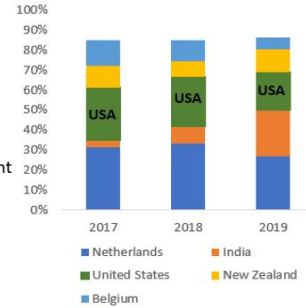
**Value:** U.S. \$16.3 million

**Market Share:** 19.1 percent

**Change from 2017:** -13.2percent

### Major Suppliers:

- Netherlands 26.9 percent
- India 23.0 percent
- New Zealand 11.2 percent



## Condiments and Sauces



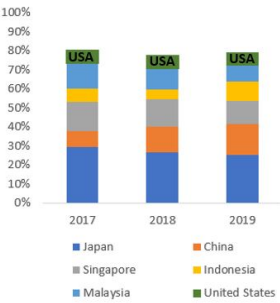
**Value:** U.S. \$7.4 million

**Market Share:** 7.0 percent

**Change from 2017:** +16.9 percent

### Major Suppliers:

- Japan 25.1 percent
- China 16.35 percent
- Singapore 12.4 percent



## Fresh Fruits



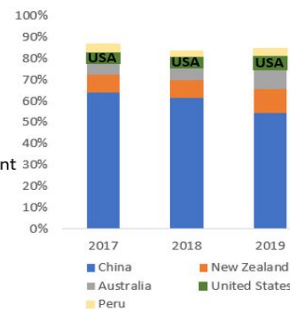
**Value:** U.S. \$40.9 million

**Market Share:** 6.7 percent

**Change from 2017:** +25.7 percent

### Major Suppliers:

- China 54.3 percent
- New Zealand 11.6 percent
- Australia 8.7 percent



## Dried Fruits



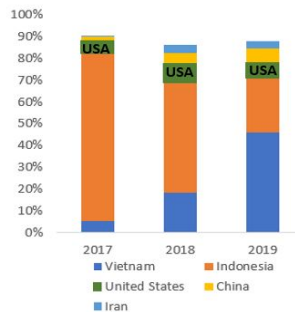
**Value:** U.S. \$6.3 million

**Market Share:** 7.2 percent

**Change from 2017:** -19.1 percent

### Major Suppliers:

- Indonesia 24.9 percent
- Vietnam 46.2 percent
- China 6.3 percent



## Nuts

(Almonds, Pistachios, Walnuts, Hazelnuts, and Macadamia)



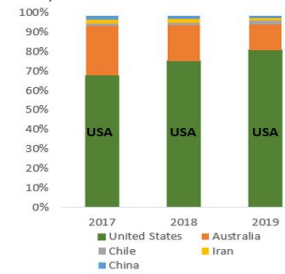
**Value:** U.S. \$50.4 million

**Market Share:** 80.8 percent

**Change from 2017:** +27.0 percent

### Major Suppliers:

- Australia 13.3 percent
- Chile 2.0 percent
- Iran 1.3 percent



## Fruit and Vegetable Juices



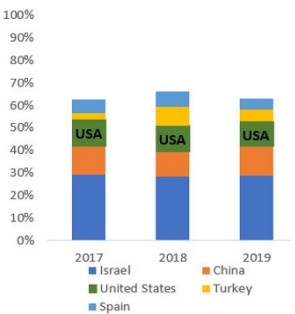
**Value:** U.S. \$6.7 million

**Market Share:** 10.9 percent

**Change from 2017:** -17.5percent

### Major Suppliers:

- Israel 28.7 percent
- China 13.3 percent
- Turkey 8.3 percent



## Wine and Beer



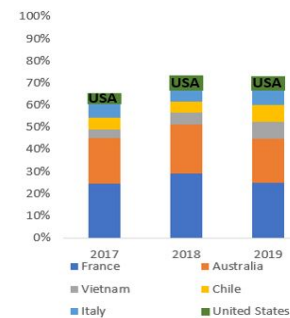
**Value:** U.S. \$6.4 million

**Market Share:** 6.4 percent

**Change from 2017:** -8.2percent

### Major Suppliers:

- France 24.9 percent
- Australia 19.7 percent
- Vietnam 7.9 percent



## **SECTION IV: BEST MARKET PROSPECTS**

Best market prospects for U.S. suppliers include the following:

- meat: frozen and chilled beef;
- potatoes: frozen American Fries with variety cuts;
- fresh and frozen seafood: fish fillets, scallops, lobster, mussels, oysters, salmon, halibut, cod fish, Alaska king crab, etc;
- dairy products: cheese, processed cheese, whipped topping, cream cheese, dips;
- American spices and seasonings;
- bakery and baking products: flour, biscuits, pancake mixes, waffles, cookies, muffins, cakes, frosting and icings, and puff pastries;
- beverages: fruit and vegetable juices, wine, liquor, whisky, craft beer, cocktail mixes, and healthy beverages;
- dried fruits and nuts;
- canned foods: soup, fruit and vegetables;
- condiments: bacon bits & toppings, barbecue and cocktail sauce, dips, hot sauce/pepper sauce, mayonnaise, mustard, olives, salsa and taco sauce, pickles, steak sauce, syrups, salad dressing, and vinegar;
- fresh fruit: apples, grapes, cherries, blueberries, grapefruit, oranges; and
- jams, jellies, and spreads.

## **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 comments regarding this report should be directed to the Foreign Agricultural Service in Bangkok at the following local or U.S. mailing address:

### **Local:**

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)

### **U.S. Mail:**

Office of Agricultural Affairs (FAS)  
U.S. Department of State  
7200 Bangkok Place  
Washington, DC. 20521-7200

**End of Report.**

### **Attachments:**

No Attachments