

Thailand Food and Drink Report Q1 2016

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Abstracts

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BMI View: Thailand's household spending will remain under pressure over the coming quarters, as the consumer recovery takes time to gain traction despite low inflation levels. Over the longer term, household incomes will increase steadily, which will bolster consumption of food and drink, and create premiumisation opportunities. However, increasing government intervention in the mass grocery retail sector - by restricting the opening of large-scale outlets - and in the alcoholic drinks segment - by regulating sales and advertisement - will cap growth in these categories.

Headline Industry Data (local currency)

2015 food consumption growth: +3.2%; compound annual growth rate (CAGR) 2014 to 2019: +4.8%.

2015 alcoholic drinks value sales: +1.9%; CAGR to 2019: +4.5%.

2015 soft drinks value sales: +4.1%; CAGR to 2019: +7.0%.

2015 mass grocery retail sales: +3.0%; CAGR to 2019: +3.7%.

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