

# Thailand Food and Drink Report Q4 2015

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## Abstracts

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**BMI View:** Since the last quarter, our Asia Country Risk Team has revised down our real GDP growth forecasts to 3.5% in 2015 and 4.1% in 2016. Despite still robust macroeconomic fundamentals, the outlook for Thailand's economy for the next two years has weakened significantly in recent months as the country faces myriad headwinds, which include a deterioration in domestic conditions, a renewed bout of political risk and rising external pressures. Tepid private consumption growth, limited scope for further monetary easing and the weakening currency will weigh on consumer purchasing power. Over the medium term and when the political situation stabilises, we still believe Thailand holds tremendous growth potential, as we expect a gradual shift in importance from net exports to domestic consumption.

Headline Industry Data (local currency)

2015 food consumption growth: +4.1%; compound annual growth rate (CAGR) 2014 to 2019: +5.2 %.

2015 per capita food consumption growth: +3.8%; CAGR to 2019: +4.9%.

2015 alcoholic drinks value sales: +3.4%; CAGR to 2019: +5.0%.

2015 soft drinks value sales: +5.6%; CAGR to 2019: +7.6%.

2015 mass grocery retail sales: +3.0%; CAGR to 2019: +3.8%.

## Contents

BMI Industry View

SWOT

Food

Drink

Mass Grocery Retail

Industry Forecast

Consumer Outlook

Food

Food Consumption

Table: Food Consumption Indicators - Historical Data & Forecasts (Thailand 2012-2019)

Confectionery

Table: Confectionery Value/Volume Sales, Production & Trade - Historical Data & Forecasts (Thailand 2012-2019)

Pasta

Table: Pasta Volume Sales, Production & Trade - Historical Data & Forecasts (Thailand 2014-2019)

Dairy

Table: Dairy Volume Sales, Production & Trade - Historical Data & Forecasts (Thailand 2014-2019)

Drink

Alcoholic Drinks

Table: Alcoholic Drinks Value/Volume Sales, Production & Trade - Historical Data & Forecasts (Thailand 2014-2019)

Soft Drinks

Table: Soft Drinks Sales, Production & Trade (Thailand 2014-2019)

Hot Drinks

Table: Hot Drink Value/Volume Sales, Production & Trade - Historical Data & Forecasts (Thailand 2014-2019)

Mass Grocery Retail

Table: Mass Grocery Retail Sales By Format - Historical Data & Forecasts (Thailand 2014-2019)

Table: Estimated Mass Grocery Retail Sales By Format (%), 2012-2022

Trade

Table: Trade Balance - Historical Data & Forecasts (Thailand 2014-2019)

Macroeconomic Forecast

Table: Economic Activity (Thailand 2010-2019)

Industry Risk Reward Index

Asia Pacific - Risk/Reward Index

Table: Asia Pacific Food & Drink Risk/Reward Index Q415

Thailand Risk/Reward Index

Market Overview

Food

Agriculture

Dairy

Organic Farming

Food Processing

Trade

Drink

Alcoholic Drinks

Soft Drinks

Hot Drinks

Mass Grocery Retail

Leading Retailers

Table: Mass Grocery Retail Sales By Format (Thailand 2006-2015)

Table: Mass Grocery Retail Sales By Format (Thailand 2006-2015)

Industry Trends And Developments

Food

Drink

Mass Grocery Retail

Competitive Landscape

Table: Key Players In Thailand's Food Sector

Table: Key Players In Thailand's Drink Sector

Table: Key Players In Thailand's Mass Grocery Retail Sector

Company Profile

Chokchai Group

Charoen Pokphand Foods

Table: Charoen Pokphand Foods' Financial Highlights, 2009-2014

Thai President Foods

Thai Union Frozen Products

Thai Asia Pacific Brewery (Thai APB)

Thai Beverages Plc (ThaiBev)

Singha Corporation (formerly Boon Rawd Brewery)

Siam FamilyMart

Tesco

Table: Tesco's Financial Highlights

Central Food Retail Company Ltd (CFR)

Big C Supercentre

Global Industry Overview

Table: Australia, Uk And Usa Estimated Herfindahl-Hirschman Index Scores - Food Retail Industry

Table: Boston Beer Company, Ab Inbev, Heineken And Sabmiller - Selected Trailing Return And Efficiency Ratios

Table: Food and Drink Core Views - Q215 Roundup

Demographic Forecast

Table: Population Headline Indicators (Thailand 1990-2025)

Table: Key Population Ratios (Thailand 1990-2025)

Table: Urban/Rural Population & Life Expectancy (Thailand 1990-2025)

Table: Population By Age Group (Thailand 1990-2025)

Table: Population By Age Group % (Thailand 1990-2025)

Glossary

Food & Drink

Mass Grocery Retail

Methodology

Industry Forecast Methodology

Sector-Specific Methodology

Sources

Risk/Reward Index Methodology

Table: Food & Drink Risk/Reward Index Indicators

Table: Weighting

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