

Better For You Packaged Food in Thailand

<https://marketpublishers.com/r/B878FAC9DA3EN.html>

Date: February 2022

Pages: 28

Price: US\$ 990.00 (Single User License)

ID: B878FAC9DA3EN

Abstracts

In general, butter and spreads are not considered to be main ingredients for a large number of Thai dishes. Thus, consumers were less concerned about stockpiling such products during the Coronavirus (COVID-19) lockdown in 2020. This had a knock-on effect on better for you butter and spreads, although some users looked to healthier versions of these products, especially reduced fat options. This behaviour was in line with a health and wellness trend, as consumers became more aware of the importan...

Euromonitor International's Better For You Packaged Food in Thailand report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2017-2021, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: BFY Reduced Fat Packaged Food, BFY Reduced Salt Food, BFY Reduced Sugar Packaged Food.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Better For You Packaged Food market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Contents

BETTER FOR YOU PACKAGED FOOD IN THAILAND

KEY DATA FINDINGS

2021 DEVELOPMENTS

Government regulation and concerns over trans-fats offer opportunities for BFY butter and spreads

Consumer focus on reducing sugar consumption boosts healthier versions of sweet spreads

BFY yoghurt benefits from innovation and government attempts to remedy the oversupply of raw milk

PROSPECTS AND OPPORTUNITIES

BFY sugar confectionery is expected to see new product development in line with health and wellness concerns in the forecast period

BFY shelf stable meat and seafood set to benefit from consumers' product safety concerns

Growth opportunities in ready-to-drink BFY packaged food include milk and yoghurt offerings by local brands

CATEGORY DATA

Table 1 Sales of BFY Packaged Food by Category: Value 2016-2021

Table 2 Sales of BFY Packaged Food by Category: % Value Growth 2016-2021

Table 3 NBO Company Shares of BFY Packaged Food: % Value 2017-2021

Table 4 LBN Brand Shares of BFY Packaged Food: % Value 2018-2021

Table 5 Distribution of BFY Packaged Food by Format: % Value 2016-2021

Table 6 Forecast Sales of BFY Packaged Food by Category: Value 2021-2026

Table 7 Forecast Sales of BFY Packaged Food by Category: % Value Growth 2021-2026

HEALTH AND WELLNESS IN THAILAND

EXECUTIVE SUMMARY

Health and wellness in 2021: The big picture
key trends

Competitive landscape

Retailing developments

What next for health and wellness?

MARKET DATA

Table 8 Sales of Health and Wellness by Type: Value 2016-2021

Table 9 Sales of Health and Wellness by Type: % Value Growth 2016-2021

Table 10 Sales of Health and Wellness by Category: Value 2016-2021

Table 11 Sales of Health and Wellness by Category: % Value Growth 2016-2021

Table 12 Sales of Health and Wellness by Prime Positioning: Value 2016-2021

Table 13 Sales of Health and Wellness by Prime Positioning: % Value Growth 2016-2021

Table 14 NBO Company Shares of Health and Wellness: % Value 2017-2021

Table 15 LBN Brand Shares of Health and Wellness: % Value 2018-2021

Table 16 Distribution of Health and Wellness by Format: % Value 2016-2021

Table 17 Distribution of Health and Wellness by Format and Category: % Value 2021

Table 18 Forecast Sales of Health and Wellness by Type: Value 2021-2026

Table 19 Forecast Sales of Health and Wellness by Type: % Value Growth 2021-2026

Table 20 Forecast Sales of Health and Wellness by Category: Value 2021-2026

Table 21 Forecast Sales of Health and Wellness by Category: % Value Growth 2021-2026

Table 22 Forecast Sales of Health and Wellness by Prime Positioning: Value 2021-2026

Table 23 Forecast Sales of Health and Wellness by Prime Positioning: % Value Growth 2021-2026

DISCLAIMER

SOURCES

Summary 1 Research Sources

I would like to order

Product name: Better For You Packaged Food in Thailand

Product link: <https://marketpublishers.com/r/B878FAC9DA3EN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/B878FAC9DA3EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970