

## Canned/Preserved Food in Thailand

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In 2014, canned/preserved food achieved retail value growth of 6% and sales of Bt8.3 billion as Thai consumers continued to appreciate the convenience of these products. Canned/preserved food has a very long storage life and thus it can be used when fresh ingredients are sparse. In addition, various events over the review period such as flooding and political turmoil have led to the habit among Thai consumers of stocking up with canned/preserved food to help them through periods of difficulty.

Euromonitor International's Canned/Preserved Food in Thailand report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2010-2014, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, distribution or pricing issues. Forecasts to 2019 illustrate how the market is set to change.

**Product coverage:** Canned/Preserved Beans, Canned/Preserved Fish/Seafood, Canned/Preserved Fruit, Canned/Preserved Meat and Meat Products, Canned/Preserved Pasta, Canned/Preserved Ready Meals, Canned/Preserved Soup, Canned/Preserved Tomatoes, Canned/Preserved Vegetables, Other Canned/Preserved 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 Canned/Preserved 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.

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Ready Meals Made Progress in Mass Market

Modern Grocery Retailers Perform An Important Role in Packaged Food

Packaged Food Can Expect A Positive Forecast Performance

Key Trends and Developments

Amidst Global Economic and Political Conflicts, Sales Growth and Value of Packaged Food in Thailand Continue To Grow

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