

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.

Table of Content

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 1 Sales of Canned/Preserved Food by Category: Volume 2009-2014

Table 2 Sales of Canned/Preserved Food by Category: Value 2009-2014

- Table 3 Sales of Canned/Preserved Food by Category: % Volume Growth 2009-2014
- Table 4 Sales of Canned/Preserved Food by Category: % Value Growth 2009-2014
- Table 5 NBO Company Shares of Canned/Preserved Food: % Value 2010-2014
- Table 6 LBN Brand Shares of Canned/Preserved Food: % Value 2011-2014
- Table 7 Distribution of Canned/Preserved Food by Format: % Value 2009-2014
- Table 8 Forecast Sales of Canned/Preserved Food by Category: Volume 2014-2019
- Table 9 Forecast Sales of Canned/Preserved Food by Category: Value 2014-2019
- Table 10 Forecast Sales of Canned/Preserved Food by Category: % Volume Growth 2014-2019
- Table 11 Forecast Sales of Canned/Preserved Food by Category: % Value Growth 2014-2019

Executive Summary

- Market Growth Rate of Packaged Food Maintained Steady Performance
- Packaged Food Prepared To Access Aec (asean Economic Community)
- 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
 - Higher Competition in Packaged Food
 - Controversial Health Issues in Packaged Food
 - Social Media and the Internet Become Significant Marketing Tools for Sales Growth
- Foodservice - Key Trends and Developments

Headlines

Trends - Sales To Foodservice

Trends -foodservice

Prospects

Category Data

- Table 12 Foodservice Sales of Packaged Food by Category: Volume 2009-2014
- Table 13 Foodservice Sales of Packaged Food by Category: % Volume Growth 2009-2014
- Table 14 Forecast Foodservice Sales of Packaged Food by Category: Volume 2014-2019
- Table 15 Forecast Foodservice Sales of Packaged Food by Category: % Volume Growth 2014-2019

Impulse and Indulgence Products - Key Trends and Developments

Headlines

Trends

Competitive Landscape

Prospects

Category Data

- Table 16 Sales of Impulse and Indulgence Products by Category: Volume 2009-2014
- Table 17 Sales of Impulse and Indulgence Products by Category: Value 2009-2014
- Table 18 Sales of Impulse and Indulgence Products by Category: % Volume Growth 2009-2014
- Table 19 Sales of Impulse and Indulgence Products by Category: % Value Growth 2009-2014
- Table 20 NBO Company Shares of Impulse and Indulgence Products: % Value 2010-2014
- Table 21 LBN Brand Shares of Impulse and Indulgence Products: % Value 2011-2014
- Table 22 Forecast Sales of Impulse and Indulgence Products by Category: Volume 2014-2019
- Table 23 Forecast Sales of Impulse and Indulgence Products by Category: Value 2014-2019
- Table 24 Forecast Sales of Impulse and Indulgence Products by Category: % Volume Growth 2014-2019
- Table 25 Forecast Sales of Impulse and Indulgence Products by Category: % Value Growth 2014-2019

Meal Solutions - Key Trends and Developments

Headlines

Trends

Competitive Landscape

Prospects

Category Data

- Table 26 Sales of Meal Solutions by Category: Volume 2009-2014
- Table 27 Sales of Meal Solutions by Category: Value 2009-2014

Table 28 Sales of Meal Solutions by Category: % Volume Growth 2009-2014

Table 29 Sales of Meal Solutions by Category: % Value Growth 2009-2014

Table 30 NBO Company Shares of Meal Solutions: % Value 2010-2014

Table 31 LBN Brand Shares of Meal Solutions: % Value 2011-2014

Table 32 Forecast Sales of Meal Solutions by Category: Volume 2014-2019

Table 33 Forecast Sales of Meal Solutions by Category: Value 2014-2019

Table 34 Forecast Sales of Meal Solutions by Category: % Volume Growth 2014-2019

Table 35 Forecast Sales of Meal Solutions by Category: % Value Growth 2014-2019

Nutrition/staples - Key Trends and Developments

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 36 Sales of Nutrition/Staples by Category: Volume 2009-2014

Table 37 Sales of Nutrition/Staples by Category: Value 2009-2014

Table 38 Sales of Nutrition/Staples by Category: % Volume Growth 2009-2014

Table 39 Sales of Nutrition/Staples by Category: % Value Growth 2009-2014

Table 40 NBO Company Shares of Nutrition/Staples: % Value 2010-2014

Table 41 LBN Brand Shares of Nutrition/Staples: % Value 2011-2014

Table 42 Forecast Sales of Nutrition/Staples by Category: Volume 2014-2019

Table 43 Forecast Sales of Nutrition/Staples by Category: Value 2014-2019

Table 44 Forecast Sales of Nutrition/Staples by Category: % Volume Growth 2014-2019

Table 45 Forecast Sales of Nutrition/Staples by Category: % Value Growth 2014-2019

Market Data

Table 46 Sales of Packaged Food by Category: Volume 2009-2014

Table 47 Sales of Packaged Food by Category: Value 2009-2014

Table 48 Sales of Packaged Food by Category: % Volume Growth 2009-2014

Table 49 Sales of Packaged Food by Category: % Value Growth 2009-2014

Table 50 GBO Company Shares of Packaged Food: % Value 2010-2014

Table 51 NBO Company Shares of Packaged Food: % Value 2010-2014

Table 52 LBN Brand Shares of Packaged Food: % Value 2011-2014

Table 53 Penetration of Private Label by Category: % Value 2009-2014

Table 54 Distribution of Packaged Food by Format: % Value 2009-2014

Table 55 Distribution of Packaged Food by Format and Category: % Value 2014

Table 56 Forecast Sales of Packaged Food by Category: Volume 2014-2019

Table 57 Forecast Sales of Packaged Food by Category: Value 2014-2019

Table 58 Forecast Sales of Packaged Food by Category: % Volume Growth 2014-2019

Table 59 Forecast Sales of Packaged Food by Category: % Value Growth 2014-2019

Sources

Summary 1 Research Sources

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