

## Cheese in Thailand

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The retail value growth of cheese rose to 7% in 2016, a slight improvement from 2015. This growth was driven by a niche consumer group, as the average Thai does not typically consume cheese products. Most cheese products are imported, and hence are sold at more premium prices. However, as these products mainly target more urban Thai residents, foreigners and expatriates, the higher pricing is still considered affordable to its core consumers. For other locals however, the high price does little...

Euromonitor International's Cheese 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 2011-2015, 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 2020 illustrate how the market is set to change.

**Product coverage:** Processed Cheese, Unprocessed Cheese.

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

### Why buy this report?

- Get a detailed picture of the Cheese 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 Cheese by Category: Volume 2011-2016

Table 2 Sales of Cheese by Category: Value 2011-2016

Table 3 Sales of Cheese by Category: % Volume Growth 2011-2016

Table 4 Sales of Cheese by Category: % Value Growth 2011-2016

Table 5 Sales of Spreadable Processed Cheese by Type: % Value 2011-2016

Table 6 Sales of Unprocessed Cheese by Type: % Value 2011-2016

Table 7 NBO Company Shares of Cheese: % Value 2012-2016

Table 8 LBN Brand Shares of Cheese: % Value 2013-2016

Table 9 Distribution of Cheese by Format: % Value 2011-2016

Table 10 Forecast Sales of Cheese by Category: Volume 2016-2021

Table 11 Forecast Sales of Cheese by Category: Value 2016-2021

Table 12 Forecast Sales of Cheese by Category: % Volume Growth 2016-2021

Table 13 Forecast Sales of Cheese by Category: % Value Growth 2016-2021

#### Executive Summary

Economic Recovery Is Gradual Yet Steady, Improving Consumers' Spending Confidence

Health-consciousness and the Rise of Asian Cuisine Impact Packaged Food in 2016

the Top 10 Players Remain the Same, Whilst New Entrants Intensify the Competition

Non-store Retailing of Packaged Food Posts Double-digit Growth in 2016

Optimistic Growth Expected for 2016-2021

#### Key Trends and Developments

the Competition Becomes More Aggressive in A Market Pressured by Economic Volatility and Weakened

Consumer Spending

Rising Demand for Convenience Has Various Effects on Distribution

Consumers Gain Greater Exposure To Health and Wellness Information and New Products Through Social Media

Japanese and Korean Flavours Are Increasingly Common in Packaged Food

Foodservice: Key Trends and Developments

#### Headlines

Trends: Sales To Foodservice

Trends: Consumer Foodservice

#### Prospects

#### Category Data

Table 14 Foodservice Sales of Packaged Food by Category: Volume 2011-2016

Table 15 Foodservice Sales of Packaged Food by Category: % Volume Growth 2011-2016

Table 16 Forecast Foodservice Sales of Packaged Food by Category: Volume 2016-2021

Table 17 Forecast Foodservice Sales of Packaged Food by Category: % Volume Growth 2016-2021

#### Market Data

Table 18 Sales of Packaged Food by Category: Volume 2011-2016

Table 19 Sales of Packaged Food by Category: Value 2011-2016

Table 20 Sales of Packaged Food by Category: % Volume Growth 2011-2016

Table 21 Sales of Packaged Food by Category: % Value Growth 2011-2016

Table 22 GBO Company Shares of Packaged Food: % Value 2012-2016

Table 23 NBO Company Shares of Packaged Food: % Value 2012-2016

Table 24 LBN Brand Shares of Packaged Food: % Value 2013-2016

Table 25 Penetration of Private Label by Category: % Value 2011-2016

Table 26 Distribution of Packaged Food by Format: % Value 2011-2016

Table 27 Distribution of Packaged Food by Format and Category: % Value 2016

Table 28 Forecast Sales of Packaged Food by Category: Volume 2016-2021

Table 29 Forecast Sales of Packaged Food by Category: Value 2016-2021

Table 30 Forecast Sales of Packaged Food by Category: % Volume Growth 2016-2021

Table 31 Forecast Sales of Packaged Food by Category: % Value Growth 2016-2021

#### Sources

Summary 1 Research Sources

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