

# Free From in Thailand

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## Abstracts

The performance of free from dairy in Thailand has been supported mainly by milk alternatives during the Coronavirus (COVID-19) pandemic. Milk alternatives are perceived to be higher in nutrients and lower in fat compared to cow's milk. They are also suitable for vegans, consumers with lactose intolerance and people with concerns over hormones in milk. These benefits of free from dairy milk have allowed companies to premiumise their products and upscale their target audience to appeal to higher...

Euromonitor International's Free From 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:** Free From Allergens, Free From Dairy, Free From Gluten, Free From Lactose, Free From Meat.

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

## Why buy this report?

Get a detailed picture of the Free From 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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Free from dairy milk performs well due to offer of high nutrient and low fat products

The offer of free from meat and seafood substitutes increases to cater to consumers following healthier diets

Free from lactose special baby milk formula is negatively affected by the economic effects of the pandemic

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