

HW Snacks in Thailand

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Date: January 2024

Pages: 11

Price: US\$ 990.00 (Single User License)

ID: H291BDDAEE1DEN

Abstracts

As food manufacturers respond to the shift towards healthier eating habits in Thailand, they are not only introducing new options with no or low sugar claims, but they are also strategically investing in marketing campaigns that align with evolving consumer values. By emphasising the specific benefits of their products, such as weight management or improved oral health, they are able to differentiate themselves from traditional sugar-laden snacks and treats. This strategic approach allows player...

Euromonitor International's HW Snacks 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 2019-2023, 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 2028 illustrate how the market is set to change.

Product coverage: HW Confectionery, HW Ice Cream, HW Savoury Snacks, HW Snacks by Type, HW Sweet Biscuits, Snack Bars and Fruit Snacks.

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

Why buy this report?

Get a detailed picture of the HW Snacks 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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