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Packaged Food in Thailand

https://marketpublishers.com/r/P03FD1FECF9EN.html
Date: December 2020
Pages: 241
Price: US$ 7,150.00 (Single User License)
ID: P03FD1FECF9EN

Abstracts

The COVID-19 pandemic has had a significant impact on the Thai packaged food market in 2020. The closure of foodservice channels and the imposition of a curfew had a marked negative effect on sales of packaged food in the on-trade environment during the early part of the pandemic. As a result, many consumers turned to retail channels, especially as the closure of workplaces and schools, as well as a wider increase in working from home, further increased the at-home cooking and consumption of foo...

Euromonitor International's Packaged 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 2015-2019, 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 2024 illustrate how the market is set to change.

Product coverage: Cooking Ingredients and Meals, Dairy Products and Alternatives, Snacks, Staple Foods.

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

Why buy this report?

Get a detailed picture of the Packaged Food market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market’s major players and leading brands;

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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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