

Thailand Pineapple Market- Trend Analysis & Forecast to 2030

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Abstracts

Thailand Pineapple Market Overview

Thailand's pineapple production declined by 40% in 2023, reaching 1.03 million tonnes due to the impact of El Niño-induced heat, compared to 1.72 million tonnes in the previous year. Despite this, Thailand remains the largest global exporter of processed pineapple products, with exports totaling 336.86 thousand tonnes in 2023. Canned pineapple accounted for 84% of total exports.

Thailand holds a crucial position in the global pineapple market as the eighth-largest producer and the top exporter. Approximately 80% of its production is processed for export, 10% is exported fresh, and the remaining 10% is consumed domestically. The industry offers a range of products, including canned pineapples, juices, frozen, and dried variants, catering to markets across Asia, Europe, and North America.

Primary Areas/ Elements of Research & Analysis

The report provides comprehensive and valuable insights into the supply and demand dynamics of the Thailand pineapple market. Below are the variables considered and analyzed in the report:

Supply-demand trends, market growth, and trade (exports & imports)

Market structure, conduct, and performance analysis

Historical and forecasted market size (volume & value)

Trade analysis, including key partners, quantities, values, and price trends

Supply chain mapping, pricing, and regulatory framework

Competitive landscape profiling major player

Factors influencing market performance, including sustainability trends

Report Coverage

The report provides historical market data (2010-2023) with projections to 2030, covering supply & demand analysis, trade patterns, and competitive dynamics. It also assesses key barriers, technological advancements, and industry evolution within the Thailand pineapple market.

Market Growth Factors

Market growth is driven by Thailand's favorable tropical climate and advancements in farming techniques, such as drip irrigation, which enhance productivity. The country's expanding export market further strengthens its position, benefiting from trade agreements and increasing global demand. Rising consumer preference for convenient and processed food products also contributes to growth, with canned pineapples, juices, frozen, and dried pineapple products gaining popularity.

Market Challenges

Challenges in the market include price volatility and competition from other pineapple-producing countries such as the Philippines, Costa Rica, and Indonesia. Fluctuations in raw material costs and global market conditions impact profit margins. Currently, domestic pineapple prices in Thailand range from USD 0.27 to 0.30 per kg, reflecting a nearly 65% increase compared to the average of the past three years in January.

Competitive Landscape

Thailand's pineapple processing industry remains highly export-oriented, supplying key markets such as the United States, the European Union, Japan, China, and other Asian countries. Leading companies in the industry include Thai Pineapple Canning Industry

Corporation, SIAM Food Products Public Co., Ltd., Natural Fruit Company Limited, Malee Group Public Company Limited, and Dole Thailand Company Limited, among others. Their focus on high-quality products and competitive pricing continues to drive Thailand's success in the global pineapple market.

Scope of the Report:

Historical Years: 2010-2022

Base Year: 2023

Forecast Period: 2024-2030

Units: Value (US\$ Million) and Volume (Tonnes)

Report Coverage: Production, Consumption, Export, and Import

Segments Covered:

By Type (Fresh Pineapple and Processed Pineapple (Canned Fruit, Dried Fruit, Juice Concentrate, and Jam)

By End-use (Domestic Consumption and Exports)

Companies Profiled: The market players include, Thai Pineapple Canning Industry Corporation (TPC), SIAM Food Products Public Co., Ltd., Natural Fruit Company Limited, Malee Group Public Company Limited, Dole Thailand Company Limited, Mahaburapha Food Products Company Limited, Kuiburi Canned Fruit Company Limited, New Laemthong Foods Industries Company Ltd., Thai Agri Foods Public Company Ltd., Asia Farm F&B Co., Ltd., Prime Products Industry Co., Ltd., Tipco Foods Public Company Ltd., V&K Pineapple Canning Co., Ltd, Takerng Pineapple Industrial Co., Ltd., and Others.

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