



Health and Wellness in Thailand

January 2024

Table of Contents

Health and Wellness in Thailand

EXECUTIVE SUMMARY

Overview

DISCLAIMER

HW Hot Drinks in Thailand

KEY DATA FINDINGS

2022 DEVELOPMENTS

Major brands continue to build on their success through product health innovations

Good source of vitamins is leading claim as consumers seek fortified hot drinks for enhanced nutrition

Digestive health grows in line with focus on the gut and strengthening immunity

PROSPECTS AND OPPORTUNITIES

Use of herbal extracts in hot drinks set to grow with local herbs and cannabis shaping the trend

Vegetarian claim offers further growth potential, driven by rising concerns over health, environment and animal welfare

Lactose free flourishes with rising awareness of lactose intolerance

CATEGORY DATA

Table 1 - Sales of Hot Drinks by Health and Wellness Type: Value 2019-2022

Table 2 - Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2019-2022

Table 3 - Company Shares of Organic Hot Drinks (Biggest HW Type in Global Hot Drinks): % Value 2019-2022

Table 4 - Company Shares of Natural Hot Drinks (2nd Biggest HW Type in Global Hot Drinks): % Value 2019-2022

Table 5 - Company Shares of Good Source of Vitamins Hot Drinks (4th Biggest HW Type in Global Hot Drinks): % Value 2019-2022

Table 6 - Forecast Sales of Hot Drinks by Health and Wellness Type: Value 2022-2027

Table 7 - Forecast Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2022-2027

HW Soft Drinks in Thailand

KEY DATA FINDINGS

2022 DEVELOPMENTS

Sugar tax drives new development in health and wellness soft drinks

Good source of minerals is leading claim, as consumers appreciate fortified/functional soft drinks

No sugar driven by health and obesity concerns

PROSPECTS AND OPPORTUNITIES

Functional benefits will be key innovation and driving force behind health and wellness claims

Consumers to remain attracted to soft drinks with good source of minerals

Brain health and memory to increase as consumers look to support cognitive function

CATEGORY DATA

Table 8 - Sales of Soft Drinks by Health and Wellness Type: Value 2019-2022

Table 9 - Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2019-2022

Table 10 - Company Shares of No Sugar Soft Drinks (Biggest HW Type in Global Soft Drinks): % Value 2019-2022

Table 11 - Company Shares of Energy Boosting Soft Drinks (2nd Biggest HW Type in Global Soft Drinks): % Value 2019-2022

Table 12 - Company Shares of Natural Soft Drinks (3rd Biggest HW Type in Global Soft Drinks): % Value 2019-2022

Table 13 - Company Shares of Good Source of Vitamins Soft Drinks (4th Biggest HW Type in Global Soft Drinks): % Value 2019-2022

Table 14 - Forecast Sales of Soft Drinks by Health and Wellness Type: Value 2022-2027

Table 15 - Forecast Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2022-2027

HW Snacks in Thailand

KEY DATA FINDINGS

2022 DEVELOPMENTS

Consumers' health consciousness as the bottom-line driver for product innovation

Natural is leading health and wellness claim in snacks, despite falling sales as consumers demand more specific health benefits

Bone and joint health on the rise as consumers seek specific health benefits from their snacks

PROSPECTS AND OPPORTUNITIES

Government policy supports new opportunities for healthy snack portfolios

High protein shows considerable promise as consumers seek convenient snacks with fortified/functional claims

Plant-based expected to grow in line with rising concerns over health, environment and animal welfare

CATEGORY DATA

Table 16 - Sales of Snacks by Health and Wellness Type: Value 2019-2022

Table 17 - Sales of Snacks by Health and Wellness Type: % Value Growth 2019-2022

Table 18 - Company Shares of Gluten Free Snacks (Biggest HW Type in Global Snacks): % Value 2019-2022

Table 19 - Company Shares of Vegetarian Snacks (2nd Biggest HW Type in Global Snacks): % Value 2019-2022

Table 20 - Company Shares of Organic Snacks (3rd Biggest HW Type in Global Snacks): % Value 2019-2022

Table 21 - Company Shares of Vegan Snacks (4th Biggest HW Type in Global Snacks): % Value 2019-2022

Table 22 - Company Shares of No Allergens Snacks (5th Biggest HW Type in Global Snacks): % Value 2019-2022

Table 23 - Forecast Sales of Snacks by Health and Wellness Type: Value 2022-2027

Table 24 - Forecast Sales of Snacks by Health and Wellness Type: % Value Growth 2022-2027

HW Dairy Products and Alternatives in Thailand

KEY DATA FINDINGS

2022 DEVELOPMENTS

Manufacturers add functional benefits to their products to appeal to health-conscious consumers

Good source of minerals is leading health and wellness claim as consumer seek greater nutrition from convenient dairy products

Vegan options driven by shifting lifestyles, concerns about the environment and animal welfare

PROSPECTS AND OPPORTUNITIES

Competition to intensify among plant-based milk players, creating new opportunities

Further demand for fortified/functional health and wellness dairy products and alternatives to support leading claim of good source of minerals

Good source of plant sterols/stanols expected to grow as consumers look to boost metabolism

CATEGORY DATA

Table 25 - Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2019-2022

Table 26 - Sales of Dairy Products and Alternatives by Health and Wellness Type: % Value Growth 2019-2022

Table 27 - Company Shares of Organic Dairy Products and Alternatives (Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-2022

Table 28 - Company Shares of Good Source of Minerals Dairy Products and Alternatives (2nd Biggest HW Type in Global Dairy Products and Alternatives): % V

Table 29 - Company Shares of Gluten Free Dairy Products and Alternatives (3rd Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-20

Table 30 - Company Shares of Lactose Free Dairy Products and Alternatives (4th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-2

Table 31 - Company Shares of Low Fat Dairy Products and Alternatives (5th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-2022

Table 32 - Forecast Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2022-2027

Table 33 - Forecast Sales of Dairy Products and Alternatives by Health and Wellness Type: % Value Growth 2022-2027

HW Cooking Ingredients and Meals in Thailand

KEY DATA FINDINGS

2022 DEVELOPMENTS

Plant-based and natural trends create new opportunities for brands in cooking ingredients and meals

Natural is leading claim, as consumers aim to avoid unnecessary additives

Dairy free driven by rising concerns over health, environment and animal welfare

PROSPECTS AND OPPORTUNITIES

Opportunities for low/no salt key innovation as Thailand aims to cut salt consumption by 30%

Ongoing popularity of natural claims will push players to innovate

Meat free offers strong growth potential in line with greater move away from animal-based cooking ingredients and meals

CATEGORY DATA

Table 34 - Sales of Cooking Ingredients and Meals by Health and Wellness Type: Value 2019-2022

Table 35 - Sales of Cooking Ingredients and Meals by Health and Wellness Type: % Value Growth 2019-2022

Table 36 - Company Shares of Organic Cooking Ingredients and Meals (Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2022

Table 37 - Company Shares of Gluten Free Cooking Ingredients and Meals (2nd Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2022

Table 38 - Company Shares of Vegetarian Cooking Ingredients and Meals (3rd Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2022

Table 39 - Company Shares of Vegan Cooking Ingredients and Meals (4th Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2022

Table 40 - Company Shares of Natural Cooking Ingredients and Meals (5th Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2022

Table 41 - Forecast Sales of Cooking Ingredients and Meals by Health and Wellness Type: Value 2022-2027

Table 42 - Forecast Sales of Cooking Ingredients and Meals by Health and Wellness Type: % Value Growth 2022-2027

HW Staple Foods in Thailand

KEY DATA FINDINGS

2022 DEVELOPMENTS

Plant-based diet trend surges as health-conscious consumers seek alternative options

Organic is leading claim as consumers look to avoid additives and potentially harmful ingredients

Gluten free driven by health trends and rising awareness of food intolerance

PROSPECTS AND OPPORTUNITIES

Thailand's pledge to cut salt consumption by 30% by 2025 to stimulate new product development

Organic set to remain leading claim, driven by rising health concerns

Probiotic offers further growth potential in staple foods driven by gut health concerns

CATEGORY DATA

Table 43 - Sales of Staple Foods by Health and Wellness Type: Value 2019-2022

Table 44 - Sales of Staple Foods by Health and Wellness Type: % Value Growth 2019-2022

Table 45 - Company Shares of Gluten Free Staple Foods (Biggest HW Type in Global Staple Foods): % Value 2019-2022

Table 46 - Company Shares of Organic Staple Foods (2nd Biggest HW Type in Global Staple Foods): % Value 2019-2022

Table 47 - Company Shares of High Fibre Staple Foods (3rd Biggest HW Type in Global Staple Foods): % Value 2019-2022

Table 48 - Company Shares of Vegetarian Staple Foods (4th Biggest HW Type in Global Staple Foods): % Value 2019-2022

Table 49 - Company Shares of No Allergens Staple Foods (5th Biggest HW Type in Global Staple Foods): % Value 2019-2022

Table 50 - Forecast Sales of Staple Foods by Health and Wellness Type: Value 2022-2027

Table 51 - Forecast Sales of Staple Foods by Health and Wellness Type: % Value Growth 2022-2027

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/health-and-wellness-in-thailand/report.