

Plant-Based Dairy in Thailand

September 2023

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Plant-Based Dairy in Thailand - Category analysis

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2023 DEVELOPMENTS

Health and wellness trends boost demand for plant-based dairy

Soybean remains the most popular alternative option, while almond, oat and pistachios gradually receive more recognition

Creative product developments needed to drive wider sales

PROSPECTS AND OPPORTUNITIES

Plant-based dairy competition set to intensify, as various players join to capture their shares

Health and wellness trends will continue to attract consumers to a wider range of plant-based options

Consumers will see an enhanced variety of offers over the forecast period

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