



HW Staple Foods in Thailand

January 2024

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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

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Health and Wellness in Thailand - Industry Overview

EXECUTIVE SUMMARY

Overview

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