



# HW Snacks in Thailand

January 2024

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### 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

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

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### Health and Wellness in Thailand - Industry Overview

#### EXECUTIVE SUMMARY

Overview

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