



HW Dairy Products and Alternatives in Thailand

January 2024

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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

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Health and Wellness in Thailand - Industry Overview

EXECUTIVE SUMMARY

Overview

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