

Baked Goods in Thailand

December 2023

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2023 DEVELOPMENTS

The rebound of tourism and foodservice heralds new opportunities for baked goods

Increasing raw material costs push up unit prices, as players seek to create stability for consumers

Farmhouse maintains its lead thanks to myriad strengths over its competitors

PROSPECTS AND OPPORTUNITIES

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Health and wellness trends set to inspire “healthier” baked goods

Farmhouse set to maintain its lead, with new marketing efforts also seen in the “Metaverse”

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