Sweet Spreads in Thailand

December 2023

Table of Contents

Sweet Spreads in Thailand - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Higher-income health-conscious consumers seek honey, while jams and preserves remain popular

Slowdown in product innovations as consumers prioritise affordability

Revival of foodservice and tourism supports foodservice sales

PROSPECTS AND OPPORTUNITIES

Health and wellness trends set to further influence sales over the forecast period

Convenience will continue to drive basic demand in sweet spreads

Nutella attracts Thai appeal with its Thailand-focussed designs

CATEGORY DATA

Cooking Ingredients and Meals in Thailand - Industry Overview

EXECUTIVE SUMMARY

Cooking ingredients and meals in 2023: The big picture

Key trends in 2023

Competitive landscape

Channel developments

What next for cooking ingredients and meals?

MARKET DATA

DISCLAIMER

SOURCES

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings**: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles**: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports**: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/sweet-spreads-in-thailand/report.