

Processed Meat, Seafood and Alternatives To Meat in Thailand

December 2023

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Processed meat, seafood, and alternatives to meat continues to benefit from lower prices than compared to fresh variants

Tofu maintains its relevance, due to being an essential ingredient in Thai cuisine

Processed seafood strategies shift, as players concentrate on cross-category options

PROSPECTS AND OPPORTUNITIES

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Meat and seafood substitutes continue to see more product innovations

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DISCLAIMER

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