

# Plant-Based Dairy in Thailand

September 2023

Table of Contents

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Health and wellness trends boost demand for plant-based dairy

Soybean remains the most popular alternative option, while almond, oat and pistachios gradually receive more recognition

Creative product developments needed to drive wider sales

#### PROSPECTS AND OPPORTUNITIES

Plant-based dairy competition set to intensify, as various players join to capture their shares

Health and wellness trends will continue to attract consumers to a wider range of plant-based options

Consumers will see an enhanced variety of offers over the forecast period

#### CATEGORY DATA

Table 1 - Sales of Plant-Based Dairy by Category: Value 2018-2023

Table 2 - Sales of Plant-Based Dairy by Category: % Value Growth 2018-2023

Table 3 - Sales of Other Plant-Based Milk by Type: % Value 2020-2023

Table 4 - NBO Company Shares of Plant-Based Dairy: % Value 2019-2023

Table 5 - LBN Brand Shares of Plant-Based Dairy: % Value 2020-2023

Table 6 - Distribution of Plant-Based Dairy by Format: % Value 2018-2023

Table 7 - Forecast Sales of Plant-Based Dairy by Category: Value 2023-2028

Table 8 - Forecast Sales of Plant-Based Dairy by Category: % Value Growth 2023-2028

## Dairy Products and Alternatives in Thailand - Industry Overview

### EXECUTIVE SUMMARY

Dairy products and alternatives in 2023: The big picture

Key trends in 2023

Competitive landscape

Channel developments

What next for dairy products and alternatives?

### MARKET DATA

Table 9 - Sales of Dairy Products and Alternatives by Category: Value 2018-2023

Table 10 - Sales of Dairy Products and Alternatives by Category: % Value Growth 2018-2023

Table 11 - NBO Company Shares of Dairy Products and Alternatives: % Value 2019-2023

Table 12 - LBN Brand Shares of Dairy Products and Alternatives: % Value 2020-2023

Table 13 - Penetration of Private Label by Category: % Value 2018-2023

Table 14 - Distribution of Dairy Products and Alternatives by Format: % Value 2018-2023

Table 15 - Forecast Sales of Dairy Products and Alternatives by Category: Value 2023-2028

Table 16 - Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2023-2028

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### SOURCES

Summary 1 - Research Sources

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