

HW Snacks in Thailand

January 2024

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Consumers' health consciousness as the bottom-line driver for product innovation

Natural is leading health and wellness claim in snacks, despite falling sales as consumers demand more specific health benefits

Bone and joint health on the rise as consumers seek specific health benefits from their snacks

PROSPECTS AND OPPORTUNITIES

Government policy supports new opportunities for healthy snack portfolios

High protein shows considerable promise as consumers seek convenient snacks with fortified/functional claims

Plant-based expected to grow in line with rising concerns over health, environment and animal welfare

CATEGORY DATA

Table 1 - Sales of Snacks by Health and Wellness Type: Value 2019-2022

Table 2 - Sales of Snacks by Health and Wellness Type: % Value Growth 2019-2022

Table 3 - Company Shares of Gluten Free Snacks (Biggest HW Type in Global Snacks): % Value 2019-2022

Table 4 - Company Shares of Vegetarian Snacks (2nd Biggest HW Type in Global Snacks): % Value 2019-2022

Table 5 - Company Shares of Organic Snacks (3rd Biggest HW Type in Global Snacks): % Value 2019-2022

Table 6 - Company Shares of Vegan Snacks (4th Biggest HW Type in Global Snacks): % Value 2019-2022

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Table 8 - Forecast Sales of Snacks by Health and Wellness Type: Value 2022-2027

Table 9 - Forecast Sales of Snacks by Health and Wellness Type: % Value Growth 2022-2027

Health and Wellness in Thailand - Industry Overview

EXECUTIVE SUMMARY

Overview

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