

# Free From in Thailand

February 2022

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## Free From in Thailand - Category analysis

### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

Free from dairy milk performs well due to offer of high nutrient and low fat products

The offer of free from meat and seafood substitutes increases to cater to consumers following healthier diets

Free from lactose special baby milk formula is negatively affected by the economic effects of the pandemic

#### PROSPECTS AND OPPORTUNITIES

Free from baby food brands and products face challenges due to a declining birth rate

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