

Ice Cream and Frozen Desserts in Thailand

June 2021

Table of Contents

Ice Cream and Frozen Desserts in Thailand - Category analysis

KEY DATA FINDINGS

2021 DEVELOPMENTS

Improving demand likely for ice cream during 2021 as consumers start to spend greater time outside of the home as restrictions relax
Despite more positive outlook, foodservice channel will struggle to recover to pre-pandemic levels in 2021 due to severity of decline the previous year
Players continue to explore innovative flavours and the cone format of impulse ice cream to attract consumers

PROSPECTS AND OPPORTUNITIES

Full recovery for ice cream and frozen desserts predicted for 2022
Foodservice and unpackaged variants depend on consumer confidence and return of tourism
Players will continue to add value to category through innovation in terms of formats and flavours as well as products with healthier positioning

CATEGORY DATA

- Table 1 - Sales of Ice Cream and Frozen Desserts by Category: Volume 2016-2021
- Table 2 - Sales of Ice Cream and Frozen Desserts by Category: Value 2016-2021
- Table 3 - Sales of Ice Cream and Frozen Desserts by Category: % Volume Growth 2016-2021
- Table 4 - Sales of Ice Cream and Frozen Desserts by Category: % Value Growth 2016-2021
- Table 5 - Sales of Ice Cream by Leading Flavours: Rankings 2016-2021
- Table 6 - Sales of Impulse Ice Cream by Format: % Value 2016-2021
- Table 7 - NBO Company Shares of Ice Cream and Frozen Desserts: % Value 2017-2021
- Table 8 - LBN Brand Shares of Ice Cream and Frozen Desserts: % Value 2018-2021
- Table 9 - NBO Company Shares of Ice Cream: % Value 2017-2021
- Table 10 - LBN Brand Shares of Ice Cream: % Value 2018-2021
- Table 11 - NBO Company Shares of Impulse Ice Cream: % Value 2017-2021
- Table 12 - LBN Brand Shares of Impulse Ice Cream: % Value 2018-2021
- Table 13 - NBO Company Shares of Take-home Ice Cream: % Value 2017-2021
- Table 14 - LBN Brand Shares of Take-home Ice Cream: % Value 2018-2021
- Table 15 - NBO Company Shares of Frozen Desserts: % Value 2017-2021
- Table 16 - LBN Brand Shares of Frozen Desserts: % Value 2018-2021
- Table 17 - Distribution of Ice Cream and Frozen Desserts by Format: % Value 2016-2021
- Table 18 - Distribution of Ice Cream by Format: % Value 2016-2021
- Table 19 - Distribution of Frozen Desserts by Format: % Value 2016-2021
- Table 20 - Forecast Sales of Ice Cream and Frozen Desserts by Category: Volume 2021-2026
- Table 21 - Forecast Sales of Ice Cream and Frozen Desserts by Category: Value 2021-2026
- Table 22 - Forecast Sales of Ice Cream and Frozen Desserts by Category: % Volume Growth 2021-2026
- Table 23 - Forecast Sales of Ice Cream and Frozen Desserts by Category: % Value Growth 2021-2026

Snacks in Thailand - Industry Overview

EXECUTIVE SUMMARY

- Snacks in 2021: The big picture
- Key trends in 2021
- Competitive landscape
- Channel developments
- What next for snacks?
- Chart 1 - Snacks Value Sales Growth Scenarios: 2019-2026
- Chart 2 - Snacks Impact of Drivers on Value Sales: 2019-2026

MARKET DATA

- Table 24 - Sales of Snacks by Category: Volume 2016-2021
- Table 25 - Sales of Snacks by Category: Value 2016-2021
- Table 26 - Sales of Snacks by Category: % Volume Growth 2016-2021

Table 27 - Sales of Snacks by Category: % Value Growth 2016-2021
Table 28 - NBO Company Shares of Snacks: % Value 2017-2021
Table 29 - LBN Brand Shares of Snacks: % Value 2018-2021
Table 30 - Penetration of Private Label by Category: % Value 2016-2021
Table 31 - Distribution of Snacks by Format: % Value 2016-2021
Table 32 - Forecast Sales of Snacks by Category: Volume 2021-2026
Table 33 - Forecast Sales of Snacks by Category: Value 2021-2026
Table 34 - Forecast Sales of Snacks by Category: % Volume Growth 2021-2026
Table 35 - Forecast Sales of Snacks by Category: % Value Growth 2021-2026

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SOURCES

Summary 1 - Research Sources

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