

# Plant-Based Dairy in Thailand

September 2022

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## Plant-Based Dairy in Thailand - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Rising consumer health awareness underpins growing interest in plant-based dairy  
Dairy products made from almonds, oats and pistachios provide growth opportunities  
Developing offer increases reach of “other” plant-based milk

#### PROSPECTS AND OPPORTUNITIES

Growing competition for soy drinks leaders from smaller brands and “other” plant-based dairy players  
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