

Savoury Snacks in Thailand

Market Direction | 2022-07-08 | 23 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

Report description:

Sales of savoury snacks dropped sharply in 2020 as a result of restrictive measures to control the spread of COVID-19. Although the situation improved slightly in 2021, the government's COVID-19 measures impeded a recovery with consumers still spending considerably more time at home. Sales of nuts, seeds and trail mixes were particularly hard hit by the pandemic. Firstly, these products are often enjoyed with alcohol and therefore with social gatherings being limited during 2020 and 2021 demand...

Euromonitor International's Savoury Snacks in Thailand report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2017-2021, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in <|Year|> directly informs our forecasts to 2026, clearly indicating how the market is expected to change.

Product coverage: Meat Snacks, Nuts, Seeds and Trail Mixes, Other Savoury Snacks, Popcorn, Pretzels, Salty Snacks, Savoury Biscuits, Seafood Snacks.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Savoury Snacks market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

reliable information resources to help drive informed strategic planning.

Table of Contents:

Savoury Snacks in Thailand
Euromonitor International
July 2022

List Of Contents And Tables

SAVOURY SNACKS IN THAILAND

KEY DATA FINDINGS

2022 DEVELOPMENTS

Nuts, seeds and trail mixes on the path to recovery as consumers start drinking again

Potato chips remain stable while seafood snacks and other savoury snacks benefit from the return of tourists

New flavour innovations help drive growth but Frito-Lay remains the clear leader

PROSPECTS AND OPPORTUNITIES

Novelties surface to arouse consumers' interests

Potato chips manufacturers look to add variety to sustain interest

Competition heats up in seaweed snacks with leading players taking different approaches

CATEGORY DATA

Table 1 Sales of Savoury Snacks by Category: Volume 2017-2022

Table 2 Sales of Savoury Snacks by Category: Value 2017-2022

Table 3 Sales of Savoury Snacks by Category: % Volume Growth 2017-2022

Table 4 Sales of Savoury Snacks by Category: % Value Growth 2017-2022

Table 5 NBO Company Shares of Savoury Snacks: % Value 2018-2022

Table 6 LBN Brand Shares of Savoury Snacks: % Value 2019-2022

Table 7 Distribution of Savoury Snacks by Format: % Value 2017-2022

Table 8 Forecast Sales of Savoury Snacks by Category: Volume 2022-2027

Table 9 Forecast Sales of Savoury Snacks by Category: Value 2022-2027

Table 10 □Forecast Sales of Savoury Snacks by Category: % Volume Growth 2022-2027

Table 11 □Forecast Sales of Savoury Snacks by Category: % Value Growth 2022-2027

CHART 1 Snacks Value Sales Growth Scenarios: 2020-2027

CHART 2 Snacks Impact of Drivers on Value Sales: 2020-2027

SNACKS IN THAILAND

EXECUTIVE SUMMARY

Snacks in 2022: The big picture

Key trends in 2022

Competitive landscape

Channel developments

What next for snacks?

MARKET DATA

Table 12 Sales of Snacks by Category: Volume 2017-2022

Table 13 Sales of Snacks by Category: Value 2017-2022

Table 14 Sales of Snacks by Category: % Volume Growth 2017-2022

Table 15 Sales of Snacks by Category: % Value Growth 2017-2022

Table 16 NBO Company Shares of Snacks: % Value 2018-2022

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 17 LBN Brand Shares of Snacks: % Value 2019-2022

Table 18 Penetration of Private Label by Category: % Value 2017-2022

Table 19 Distribution of Snacks by Format: % Value 2017-2022

Table 20 Forecast Sales of Snacks by Category: Volume 2022-2027

Table 21 □Forecast Sales of Snacks by Category: Value 2022-2027

Table 22 □Forecast Sales of Snacks by Category: % Volume Growth 2022-2027

Table 23 □Forecast Sales of Snacks by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 Research Sources

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Savoury Snacks in Thailand

Market Direction | 2022-07-08 | 23 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ ** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-07"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com