

Snacks in Thailand

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Report description:

Sales of snacks suffered significant losses during 2020 and to a lesser extent 2021. The government introduced a wide range of measures to limit the spread of COVID-19 with these bringing a halt to many economic activities, but especially those related to tourism. The lack of tourists during 2020 and 2021 not only limited sales of snacks to these visitors but it also put a sizeable dent in the local economy, forcing consumers to cut back on non-essentials, including many snacks.

Euromonitor International's 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: Confectionery, Ice Cream, Savoury Snacks, Sweet Biscuits, Snack Bars and Fruit 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 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 reliable information resources to help drive informed strategic planning.

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Table of Contents:

Snacks in Thailand
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List Of Contents And Tables

SNACKS IN THAILAND

EXECUTIVE SUMMARY

Snacks in 2022: The big picture

Key trends in 2022

Competitive landscape

Channel developments

What next for snacks?

CHART 1 Snacks Value Sales Growth Scenarios: 2020-2027

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

MARKET DATA

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

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

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

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

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

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

Table 7 Penetration of Private Label by Category: % Value 2017-2022

Table 8 Distribution of Snacks by Format: % Value 2017-2022

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

Table 10 □Forecast Sales of Snacks by Category: Value 2022-2027

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

Table 12 □Forecast Sales of Snacks by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 Research Sources

CHOCOLATE CONFECTIONERY IN THAILAND

KEY DATA FINDINGS

2022 DEVELOPMENTS

Lifting of COVID-19 measures boosting sales in 2022

Growing health consciousness limits demand for chocolate confectionery

Little change in the competitive landscape with leading players targeting children

PROSPECTS AND OPPORTUNITIES

Co-branding becoming a key marketing strategy

International players likely to retain dominance with further investment in product innovations

Creatively-designed packaging key to gaining consumer interest when it comes to gifting

CATEGORY DATA

Summary 2 Other Chocolate Confectionery by Product Type: 2022

Table 13 Sales of Chocolate Confectionery by Category: Volume 2017-2022

Table 14 Sales of Chocolate Confectionery by Category: Value 2017-2022

Table 15 Sales of Chocolate Confectionery by Category: % Volume Growth 2017-2022

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Table 16 Sales of Chocolate Confectionery by Category: % Value Growth 2017-2022

Table 17 Sales of Chocolate Tablets by Type: % Value 2017-2022

Table 18 NBO Company Shares of Chocolate Confectionery: % Value 2018-2022

Table 19 LBN Brand Shares of Chocolate Confectionery: % Value 2019-2022

Table 20 Distribution of Chocolate Confectionery by Format: % Value 2017-2022

Table 21 Forecast Sales of Chocolate Confectionery by Category: Volume 2022-2027

Table 22 □Forecast Sales of Chocolate Confectionery by Category: Value 2022-2027

Table 23 □Forecast Sales of Chocolate Confectionery by Category: % Volume Growth 2022-2027

Table 24 □Forecast Sales of Chocolate Confectionery by Category: % Value Growth 2022-2027

GUM IN THAILAND

KEY DATA FINDINGS

2022 DEVELOPMENTS

Gum falling out of fashion but sales benefit from desire for fresh breath as restrictions are lifted

Mondelez retains its dominance thanks to investments in marketing and new product development

Healthy living trend casting a shadow over gum

PROSPECTS AND OPPORTUNITIES

Innovation seen as important to reviving the category's fortunes

Gum sales set to stagnate as forecast period progresses

Normalisation set to inform packaging decisions in gum

CATEGORY DATA

Table 25 Sales of Gum by Category: Volume 2017-2022

Table 26 Sales of Gum by Category: Value 2017-2022

Table 27 Sales of Gum by Category: % Volume Growth 2017-2022

Table 28 Sales of Gum by Category: % Value Growth 2017-2022

Table 29 Sales of Gum by Flavour: Rankings 2017-2022

Table 30 NBO Company Shares of Gum: % Value 2018-2022

Table 31 LBN Brand Shares of Gum: % Value 2019-2022

Table 32 Distribution of Gum by Format: % Value 2017-2022

Table 33 Forecast Sales of Gum by Category: Volume 2022-2027

Table 34 □Forecast Sales of Gum by Category: Value 2022-2027

Table 35 □Forecast Sales of Gum by Category: % Volume Growth 2022-2027

Table 36 □Forecast Sales of Gum by Category: % Value Growth 2022-2027

SUGAR CONFECTIONERY IN THAILAND

KEY DATA FINDINGS

2022 DEVELOPMENTS

Sales rebound as restrictions are eased

Healthier and functional products gain interest

Increased health consciousness ensures strong gains for medicated confectionery

PROSPECTS AND OPPORTUNITIES

Leading companies investing in sugar-free alternatives

Local players expected to offer some resistance

Consumers' novelty creates new jelly format

CATEGORY DATA

Summary 3 Other Sugar Confectionery by Product Type: 2022

Table 37 Sales of Sugar Confectionery by Category: Volume 2017-2022

Table 38 Sales of Sugar Confectionery by Category: Value 2017-2022

Table 39 Sales of Sugar Confectionery by Category: % Volume Growth 2017-2022

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Table 40 Sales of Sugar Confectionery by Category: % Value Growth 2017-2022
 Table 41 Sales of Pastilles, Gummies, Jellies and Chews by Type: % Value 2017-2022
 Table 42 NBO Company Shares of Sugar Confectionery: % Value 2018-2022
 Table 43 LBN Brand Shares of Sugar Confectionery: % Value 2019-2022
 Table 44 Distribution of Sugar Confectionery by Format: % Value 2017-2022
 Table 45 Forecast Sales of Sugar Confectionery by Category: Volume 2022-2027
 Table 46 □Forecast Sales of Sugar Confectionery by Category: Value 2022-2027
 Table 47 □Forecast Sales of Sugar Confectionery by Category: % Volume Growth 2022-2027
 Table 48 □Forecast Sales of Sugar Confectionery by Category: % Value Growth 2022-2027

SWEET BISCUITS, SNACK BARS AND FRUIT SNACKS IN THAILAND

KEY DATA FINDINGS

2022 DEVELOPMENTS

Foodservice sales recover in 2022 while retail sales benefit from low pricing
 Resumption of social gatherings boosts demand for cookies
 Snack bars and fruit snacks benefits from return to busy on-the-go lifestyles

PROSPECTS AND OPPORTUNITIES

Domestic players looking to strengthen their position in wafers
 Competition set to intensify in sweet biscuits
 Health-conscious consumers likely to drive demand fruit snacks

CATEGORY DATA

Table 49 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2017-2022
 Table 50 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2017-2022
 Table 51 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2017-2022
 Table 52 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2017-2022
 Table 53 NBO Company Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2018-2022
 Table 54 LBN Brand Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2019-2022
 Table 55 NBO Company Shares of Sweet Biscuits: % Value 2018-2022
 Table 56 LBN Brand Shares of Sweet Biscuits: % Value 2019-2022
 Table 57 NBO Company Shares of Snack Bars: % Value 2018-2022
 Table 58 □LBN Brand Shares of Snack Bars: % Value 2019-2022
 Table 59 □NBO Company Shares of Fruit Snacks: % Value 2018-2022
 Table 60 □LBN Brand Shares of Fruit Snacks: % Value 2019-2022
 Table 61 □Distribution of Sweet Biscuits, Snack Bars and Fruit Snacks by Format: % Value 2017-2022
 Table 62 □Distribution of Sweet Biscuits by Format: % Value 2017-2022
 Table 63 □Distribution of Snack Bars by Format: % Value 2017-2022
 Table 64 □Distribution of Fruit Snacks by Format: % Value 2017-2022
 Table 65 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2022-2027
 Table 66 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2022-2027
 Table 67 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2022-2027
 Table 68 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2022-2027

ICE CREAM IN THAILAND

KEY DATA FINDINGS

2022 DEVELOPMENTS

Sales of ice cream return to growth as restrictions are lifted
 Foodservice sales on the path to recovery
 Non-dairy ice cream enters the market with local brands shaping the trend

PROSPECTS AND OPPORTUNITIES

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Demand for convenience benefits single portion ice cream

Competition set to intensify in take-home ice cream

Consumers' health consciousness benefits plant-based ice cream

CATEGORY DATA

Table 69 Sales of Ice Cream by Category: Volume 2017-2022

Table 70 Sales of Ice Cream by Category: Value 2017-2022

Table 71 Sales of Ice Cream by Category: % Volume Growth 2017-2022

Table 72 Sales of Ice Cream by Category: % Value Growth 2017-2022

Table 73 Sales of Ice Cream by Leading Flavours: Rankings 2017-2022

Table 74 Sales of Impulse Ice Cream by Format: % Value 2017-2022

Table 75 NBO Company Shares of Ice Cream: % Value 2018-2022

Table 76 LBN Brand Shares of Ice Cream: % Value 2019-2022

Table 77 NBO Company Shares of Impulse Ice Cream: % Value 2018-2022

Table 78 □LBN Brand Shares of Impulse Ice Cream: % Value 2019-2022

Table 79 □NBO Company Shares of Take-home Ice Cream: % Value 2018-2022

Table 80 □LBN Brand Shares of Take-home Ice Cream: % Value 2019-2022

Table 81 □Distribution of Ice Cream by Format: % Value 2017-2022

Table 82 □Forecast Sales of Ice Cream by Category: Volume 2022-2027

Table 83 □Forecast Sales of Ice Cream by Category: Value 2022-2027

Table 84 □Forecast Sales of Ice Cream by Category: % Volume Growth 2022-2027

Table 85 □Forecast Sales of Ice Cream by Category: % Value Growth 2022-2027

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 86 Sales of Savoury Snacks by Category: Volume 2017-2022

Table 87 Sales of Savoury Snacks by Category: Value 2017-2022

Table 88 Sales of Savoury Snacks by Category: % Volume Growth 2017-2022

Table 89 Sales of Savoury Snacks by Category: % Value Growth 2017-2022

Table 90 NBO Company Shares of Savoury Snacks: % Value 2018-2022

Table 91 LBN Brand Shares of Savoury Snacks: % Value 2019-2022

Table 92 Distribution of Savoury Snacks by Format: % Value 2017-2022

Table 93 Forecast Sales of Savoury Snacks by Category: Volume 2022-2027

Table 94 Forecast Sales of Savoury Snacks by Category: Value 2022-2027

Table 95 □Forecast Sales of Savoury Snacks by Category: % Volume Growth 2022-2027

Table 96 □Forecast Sales of Savoury Snacks by Category: % Value Growth 2022-2027

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