

Staple Foods in Thailand

Market Direction | 2022-11-23 | 67 pages | Euromonitor

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Report description:

During the lockdown periods of the COVID-19 pandemic, consumers in Thailand stocked up on many staple foods and shelf stable foods, thus boosting retail sales during this time. However, following the end of pandemic restrictions and the reopening of foodservice, retail sales declined in turn. That said, sales are once again better-supported in 2022, due to a balance of normalcy resuming in consumers lives and busier, out-of-home lifestyles demanding convenience. Foodservice is also being support...

Euromonitor International's Staple Foods 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: Baked Goods, Breakfast Cereals, Processed Fruit and Vegetables, Processed Meat, Seafood and Alternatives to Meat, Rice, Pasta and Noodles.

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

Why buy this report?

- * Get a detailed picture of the Staple Foods 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.

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reliable information resources to help drive informed strategic planning.

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Changes in consumption patterns appear in a post-pandemic landscape

President Bakery maintains overall lead and top place in bread, whilst brand Le Pan benefits from the reopening of chain stores

PROSPECTS AND OPPORTUNITIES

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