

## Fruits in Thailand

Market Direction | 2022-12-07 | 19 pages | Euromonitor

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### Report description:

Thailand's fruit consumption is expected to recover close to the pre-pandemic level in total volume terms in 2022. However, total value sales may take longer to recover to the pre-pandemic level, due to the sluggish recovery in unit prices. Thailand's fruit consumption dropped significantly in 2020 due to constant lockdowns, curfews, and various restrictions when COVID-19 first hit. With the sudden drop in consumption, fruit farmers and producers had a constant struggle to find demand for their...

Euromonitor International's Fruits in Thailand report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data in volume terms 2017-2021, allowing you to identify the sectors driving growth. It offers strategic analysis of key factors influencing the market - be they new product developments, consumption patterns and distribution data. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Apples, Banana, Cherries, Cranberries/Blueberries, Grapefruit/Pomelo, Grapes, Kiwi Fruit, Lemon and Limes, Oranges, Tangerines and Mandarins, Other Fruits, Peaches/Nectarines, Pears/Quinces, Pineapple, Plums/Sloes, Strawberries.

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

### Why buy this report?

- \* Get a detailed picture of the Fruits 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.

## **Table of Contents:**

Fruits in Thailand

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List Of Contents And Tables

FRUITS IN THAILAND

KEY DATA FINDINGS

2022 DEVELOPMENTS

Fruit consumption recovers close to pre-pandemic level

The Ministry of Commerce steps in to support fruit farmers with future contracts

PROSPECTS AND OPPORTUNITIES

Retailers start to prepare for the return of tourists

Imported premium fruits are challenged by higher costs

Summary 1 Major Processors of Fruits 2022

CATEGORY DATA

Table 1 Total Sales of Fruits by Category: Total Volume 2017-2022

Table 2 Total Sales of Fruits by Category: % Total Volume Growth 2017-2022

Table 3 Retail Sales of Fruits by Category: Volume 2017-2022

Table 4 Retail Sales of Fruits by Category: % Volume Growth 2017-2022

Table 5 Retail Sales of Fruits by Category: Value 2017-2022

Table 6 Retail Sales of Fruits by Category: % Value Growth 2017-2022

Table 7 Retail Sales of Fruits by Packaged vs Unpackaged: % Volume 2017-2022

Table 8 Forecast Total Sales of Fruits by Category: Total Volume 2022-2027

Table 9 Forecast Total Sales of Fruits by Category: % Total Volume Growth 2022-2027

Table 10 Forecast Retail Sales of Fruits by Category: Volume 2022-2027

Table 11 Forecast Retail Sales of Fruits by Category: % Volume Growth 2022-2027

Table 12 Forecast Retail Sales of Fruits by Category: Value 2022-2027

Table 13 Forecast Retail Sales of Fruits by Category: % Value Growth 2022-2027

FRESH FOOD IN THAILAND

EXECUTIVE SUMMARY

Fresh food in 2022: The big picture

2022 key trends

Retailing developments

What next for fresh food?

MARKET DATA

Table 14 Total Sales of Fresh Food by Category: Total Volume 2017-2022

Table 15 Total Sales of Fresh Food by Category: % Total Volume Growth 2017-2022

Table 16 Retail Sales of Fresh Food by Category: Volume 2017-2022

Table 17 Retail Sales of Fresh Food by Category: % Volume Growth 2017-2022

Table 18 Retail Sales of Fresh Food by Category: Value 2017-2022

Table 19 Retail Sales of Fresh Food by Category: % Value Growth 2017-2022

Table 20 Retail Sales of Fresh Food by Packaged vs Unpackaged: % Volume 2017-2022

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Table 21 Retail Distribution of Fresh Food by Format: % Volume 2017-2022

Table 22 Forecast Total Sales of Fresh Food by Category: Total Volume 2022-2027

Table 23 ~~Forecast Total Sales of Fresh Food by Category: % Total Volume Growth 2022-2027~~

Table 24 ~~Forecast Retail Sales of Fresh Food by Category: Volume 2022-2027~~

Table 25 ~~Forecast Retail Sales of Fresh Food by Category: % Volume Growth 2022-2027~~

Table 26 ~~Forecast Retail Sales of Fresh Food by Category: Value 2022-2027~~

Table 27 ~~Forecast Retail Sales of Fresh Food by Category: % Value Growth 2022-2027~~

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SOURCES

Summary 2 Research Sources

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