

Drinking Milk Products in Thailand

Market Direction | 2023-09-25 | 21 pages | Euromonitor

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Report description:

Milk is one of the products in dairy which has been strongly affected by associative price hikes seen in raw materials and ingredients, labour, and logistics. Therefore, a number of players were forced to increase their prices, whilst others kept their prices stable but reduced their number of promotions or discounts. Brand Foremost (from FrieslandCampina (Thailand) PCL) has to stop its pasteurised milk production, which accounts for a reported 10% of its revenue shares, to focus on its UHT milk.

Euromonitor International's Drinking Milk Products 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 2018-2022, 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 2027, clearly indicating how the market is expected to change.

Product coverage: Flavoured Milk Drinks, Milk, Powder Milk.

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

Why buy this report?

- * Get a detailed picture of the Drinking Milk Products 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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Scotts International. EU Vat number: PL 6772247784

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

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Table of Contents:

Drinking Milk Products in Thailand
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List Of Contents And Tables

DRINKING MILK PRODUCTS IN THAILAND

KEY DATA FINDINGS

2023 DEVELOPMENTS

Prices increase due to higher raw materials costs, strongly affecting milk

Co-branded marketing and age-expansion strategies to boost the consumption of drinking milk

Traditional small local grocers remain key for single-serving sales

PROSPECTS AND OPPORTUNITIES

Fresh milk faces ongoing challenges and needs product innovations

Health trends inspire expansion in new products with enhanced nutrition and functional value

The rebound of foodservice remains beneficial for milk sales

CATEGORY DATA

Table 1 Sales of Drinking Milk Products by Category: Volume 2018-2023

Table 2 Sales of Drinking Milk Products by Category: Value 2018-2023

Table 3 Sales of Drinking Milk Products by Category: % Volume Growth 2018-2023

Table 4 Sales of Drinking Milk Products by Category: % Value Growth 2018-2023

Table 5 NBO Company Shares of Drinking Milk Products: % Value 2019-2023

Table 6 LBN Brand Shares of Drinking Milk Products: % Value 2020-2023

Table 7 Distribution of Drinking Milk Products by Format: % Value 2018-2023

Table 8 Forecast Sales of Drinking Milk Products Products by Category: Volume 2023-2028

Table 9 Forecast Sales of Drinking Milk Products Products by Category: Value 2023-2028

Table 10 □Forecast Sales of Drinking Milk Products Products by Category: % Volume Growth 2023-2028

Table 11 □Forecast Sales of Drinking Milk Products Products by Category: % Value Growth 2023-2028

DAIRY PRODUCTS AND ALTERNATIVES IN THAILAND

EXECUTIVE SUMMARY

Dairy products and alternatives in 2023: The big picture

Key trends in 2023

Competitive landscape

Channel developments

What next for dairy products and alternatives?

MARKET DATA

Table 12 Sales of Dairy Products and Alternatives by Category: Value 2018-2023

Table 13 Sales of Dairy Products and Alternatives by Category: % Value Growth 2018-2023

Table 14 NBO Company Shares of Dairy Products and Alternatives: % Value 2019-2023

Table 15 LBN Brand Shares of Dairy Products and Alternatives: % Value 2020-2023

Table 16 Penetration of Private Label by Category: % Value 2018-2023

Table 17 Distribution of Dairy Products and Alternatives by Format: % Value 2018-2023

Table 18 Forecast Sales of Dairy Products and Alternatives by Category: Value 2023-2028

Table 19 Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2023-2028

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SOURCES

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