

**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 other 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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## Summary 1 Research Sources

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