

## **Plant-Based Dairy in Thailand**

Market Direction | 2023-09-25 | 18 pages | Euromonitor

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### **Report description:**

Health and wellness trends continue to boost the popularity of plant-based dairy in Thailand. This is being driven by low-fat and low-sugar demands, as well as providing options for consumers who are allergic or intolerant to cow's milk. Such factors are expected to maintain over the forecast period, in both retail and foodservice channels, as plant-based options gradually cannibalise sales of traditional cow's milk.

Euromonitor International's Plant-based Dairy 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: Plant-based Cheese, Plant-based Milk, Plant-based Yoghurt.

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

#### **Why buy this report?**

- \* Get a detailed picture of the Plant-based Dairy 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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Euromonitor International

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Creative product developments needed to drive wider sales

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