

Processed Fruit and Vegetables in Thailand

Market Direction | 2023-12-07 | 21 pages | Euromonitor

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Report description:

The rebound of tourism after the pandemic era restrictions is helping to boost sales of processed vegetables, because such products are usually consumed by tourists or expats. On the other hand, Thai consumers do not often consider frozen vegetables or shelf-stable beans, thus domestic demand is low overall. Local demand is more likely to come from shelf-stable fruit, as Thailand is a tropical country with good crops of high-quality fresh fruits, thus local awareness and demand are higher. Whils...

Euromonitor International's Processed Fruit and Vegetables 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: Frozen Processed Fruit and Vegetables, Shelf Stable Fruit and Vegetables.

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

Why buy this report?

- * Get a detailed picture of the Processed Fruit and Vegetables 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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Private label attracts attention from foreigners due to global brand names
Domestic players utilise online channels and social media to boost sales

PROSPECTS AND OPPORTUNITIES

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