

HW Snacks in Thailand

Market Direction | 2024-01-23 | 11 pages | Euromonitor

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Report description:

As food manufacturers respond to the shift towards healthier eating habits in Thailand, they are not only introducing new options with no or low sugar claims, but they are also strategically investing in marketing campaigns that align with evolving consumer values. By emphasising the specific benefits of their products, such as weight management or improved oral health, they are able to differentiate themselves from traditional sugar-laden snacks and treats. This strategic approach allows player...

Euromonitor International's HW Snacks in Thailand report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2019-2023, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: HW Confectionery, HW Ice Cream, HW Savoury Snacks, HW Snacks by Type, HW Sweet Biscuits, Snack Bars and Fruit Snacks.

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

Why buy this report?

- * Get a detailed picture of the HW Snacks 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.

Table of Contents:

HW Snacks in Thailand
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List Of Contents And Tables

HW SNACKS IN THAILAND

KEY DATA FINDINGS

2022 DEVELOPMENTS

Consumers' health consciousness as the bottom-line driver for product innovation

Natural is leading health and wellness claim in snacks, despite falling sales as consumers demand more specific health benefits

Bone and joint health on the rise as consumers seek specific health benefits from their snacks

PROSPECTS AND OPPORTUNITIES

Government policy supports new opportunities for healthy snack portfolios

High protein shows considerable promise as consumers seek convenient snacks with fortified/functional claims

Plant-based expected to grow in line with rising concerns over health, environment and animal welfare

CATEGORY DATA

Table 1 Sales of Snacks by Health and Wellness Type: Value 2019-2022

Table 2 Sales of Snacks by Health and Wellness Type: % Value Growth 2019-2022

Table 3 Company Shares of Gluten Free Snacks (Biggest HW Type in Global Snacks): % Value 2019-2022

Table 4 Company Shares of Vegetarian Snacks (2nd Biggest HW Type in Global Snacks): % Value 2019-2022

Table 5 Company Shares of Organic Snacks (3rd Biggest HW Type in Global Snacks): % Value 2019-2022

Table 6 Company Shares of Vegan Snacks (4th Biggest HW Type in Global Snacks): % Value 2019-2022

Table 7 Company Shares of No Allergens Snacks (5th Biggest HW Type in Global Snacks): % Value 2019-2022

Table 8 Forecast Sales of Snacks by Health and Wellness Type: Value 2022-2027

Table 9 Forecast Sales of Snacks by Health and Wellness Type: % Value Growth 2022-2027

HEALTH AND WELLNESS IN THAILAND

EXECUTIVE SUMMARY

Overview

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