

Plant-Based Dairy Packaging in Thailand

Market Direction | 2023-10-18 | 9 pages | Euromonitor

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Report description:

Plant-based milk has gained traction in Thailand due to a growing awareness of health and environmental concerns. Many Thai consumers are increasingly adopting plant-based diets for various reasons, including lactose intolerance, dietary restrictions or ethical considerations. Plant-based milk, such as almond, soy and coconut milk, is seen as a healthier alternative to traditional dairy, as it is often lower in saturated fats and cholesterol.

Euromonitor International's Plant-based Dairy Packaging in Thailand report offers insight into key trends and developments driving packaging across the category. The report also examines trends and prospect for various pack types and closures: metal packaging, rigid plastic, glass, liquid cartons, paper-based containers; flexible packaging.

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 Packaging 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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PLANT-BASED DAIRY PACKAGING IN THAILAND

KEY DATA FINDINGS

2022 DEVELOPMENTS

Health consciousness is primarily driving the demand for plant-based milk

Soybean remains the most popular alternative option, while almond, oat and pistachio are gaining more recognition

Smaller pack sizes are favoured as they are good for on-the-go consumption

PROSPECTS AND OPPORTUNITIES

Plant-based dairy competition set to intensify, as more players enter the category

Concerns about sustainability are likely to drive the usage of brick liquid cartons

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