

## **Cheese in Thailand**

Market Direction | 2024-08-08 | 20 pages | Euromonitor

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### **Report description:**

Demand for cheese in Thailand continues to surge, as consumers increasingly embrace Western cuisine, spurring innovation and diversification in product offerings. This trend is particularly prevalent among especially younger generations, who are typically more adventurous with their tastes. The country's cuisine is also becoming more sophisticated and global, with Western and international dishes such as pasta, pizza and cheesecake becoming increasingly popular.

Euromonitor International's Cheese 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 2019-2023, 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 2028, clearly indicating how the market is expected to change.

Product coverage: Hard Cheese, Processed Cheese excl Spreadable, Soft Cheese, Spreadable Cheese.

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

Why buy this report?

- \* Get a detailed picture of the Cheese 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  
August 2024

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Cheese continues to grow in popularity, thanks to revival of tourism and influence of Western culture

Cheese market sees greater interest from both local and international brands

Plant-base cheese enters the market

PROSPECTS AND OPPORTUNITIES

Foodservice will drive growth, as consumers embrace more diverse menu choices

Players will focus on communicating the health benefits of cheese, in light of the negative image of processed varieties

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