

## **Snacks in Thailand**

Market Direction | 2024-08-29 | 74 pages | Euromonitor

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### **Report description:**

The snack market in Thailand is projected to experience robust growth in current value sales in 2024, driven by factors such as rising unit prices, a growing focus on health and wellness, and the ongoing trend towards premiumisation. However, the high cost of living is likely to constrain retail volume growth, as consumers become more cautious with their spending, particularly on non-essential items. This is due to the residual effects of inflationary pressures that began in 2022, which led to r...

Euromonitor International's Snacks 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: Confectionery, Ice Cream, Savoury Snacks, 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 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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Euromonitor International  
September 2024

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