

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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Table of Contents:

Snacks in Thailand
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List Of Contents And Tables

SNACKS IN THAILAND

EXECUTIVE SUMMARY

Snacks in 2024: The big picture

Key trends in 2024

Competitive landscape

Channel developments

What next for snacks?

MARKET DATA

Table 1 Sales of Snacks by Category: Volume 2019-2024

Table 2 Sales of Snacks by Category: Value 2019-2024

Table 3 Sales of Snacks by Category: % Volume Growth 2019-2024

Table 4 Sales of Snacks by Category: % Value Growth 2019-2024

Table 5 NBO Company Shares of Snacks: % Value 2020-2024

Table 6 LBN Brand Shares of Snacks: % Value 2021-2024

Table 7 Penetration of Private Label by Category: % Value 2019-2024

Table 8 Distribution of Snacks by Format: % Value 2019-2024

Table 9 Forecast Sales of Snacks by Category: Volume 2024-2029

Table 10 Forecast Sales of Snacks by Category: Value 2024-2029

Table 11 Forecast Sales of Snacks by Category: % Volume Growth 2024-2029

Table 12 Forecast Sales of Snacks by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 Research Sources

CHOCOLATE CONFECTIONERY IN THAILAND

KEY DATA FINDINGS

2024 DEVELOPMENTS

Modest growth for chocolate confectionery, following consecutive declines

Brand collaborations continue to spur consumer interest

Convenience stores continues as key distribution channel

PROSPECTS AND OPPORTUNITIES

Chocolate confectionery may face limited innovation amidst increasing competition

Brands will tap into festive occasions when it comes to new product innovation

Demand for healthier chocolate confectionery is likely to fuel new product innovations

CATEGORY DATA

Summary 2 Other Chocolate Confectionery by Product Type: 2024

Table 13 Sales of Chocolate Confectionery by Category: Volume 2019-2024

Table 14 Sales of Chocolate Confectionery by Category: Value 2019-2024

Table 15 Sales of Chocolate Confectionery by Category: % Volume Growth 2019-2024

Table 16 Sales of Chocolate Confectionery by Category: % Value Growth 2019-2024

Table 17 Sales of Chocolate Tablets by Type: % Value 2019-2024

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Table 18 NBO Company Shares of Chocolate Confectionery: % Value 2020-2024

Table 19 LBN Brand Shares of Chocolate Confectionery: % Value 2021-2024

Table 20 Distribution of Chocolate Confectionery by Format: % Value 2019-2024

Table 21 Forecast Sales of Chocolate Confectionery by Category: Volume 2024-2029

Table 22 □Forecast Sales of Chocolate Confectionery by Category: Value 2024-2029

Table 23 □Forecast Sales of Chocolate Confectionery by Category: % Volume Growth 2024-2029

Table 24 □Forecast Sales of Chocolate Confectionery by Category: % Value Growth 2024-2029

GUM IN THAILAND

KEY DATA FINDINGS

2024 DEVELOPMENTS

Gum continues on a declining sales trend

Health and wellness trends shape market developments

Mondelez continues as leading player

PROSPECTS AND OPPORTUNITIES

Gum will see a flat performance

Brand collaborations have potential to tap into a wider consumer base

Players to focus on creating new consumption occasions for gum

CATEGORY DATA

Table 25 Sales of Gum by Category: Volume 2019-2024

Table 26 Sales of Gum by Category: Value 2019-2024

Table 27 Sales of Gum by Category: % Volume Growth 2019-2024

Table 28 Sales of Gum by Category: % Value Growth 2019-2024

Table 29 Sales of Gum by Flavour: Rankings 2019-2024

Table 30 NBO Company Shares of Gum: % Value 2020-2024

Table 31 LBN Brand Shares of Gum: % Value 2021-2024

Table 32 Distribution of Gum by Format: % Value 2019-2024

Table 33 Forecast Sales of Gum by Category: Volume 2024-2029

Table 34 □Forecast Sales of Gum by Category: Value 2024-2029

Table 35 □Forecast Sales of Gum by Category: % Volume Growth 2024-2029

Table 36 □Forecast Sales of Gum by Category: % Value Growth 2024-2029

SUGAR CONFECTIONERY IN THAILAND

KEY DATA FINDINGS

2024 DEVELOPMENTS

Concerns over excessive sugar content limits retail volume growth of sugar confectionery

Greater product variety drives growth in pastilles, gummies, jellies and chews

Small local grocers and convenience retailers continue as key distribution channels

PROSPECTS AND OPPORTUNITIES

Health-related product innovation will be key driver of growth

Fortified gummies and jellies will be increasing viewed as more convenient alternative to traditional vitamin supplements

Continued demand for oral refreshers is expected to drive demand for mints and medicated confectionery

CATEGORY DATA

Summary 3 Other Sugar Confectionery by Product Type: 2024

Table 37 Sales of Sugar Confectionery by Category: Volume 2019-2024

Table 38 Sales of Sugar Confectionery by Category: Value 2019-2024

Table 39 Sales of Sugar Confectionery by Category: % Volume Growth 2019-2024

Table 40 Sales of Sugar Confectionery by Category: % Value Growth 2019-2024

Table 41 Sales of Pastilles, Gummies, Jellies and Chews by Type: % Value 2019-2024

Table 42 NBO Company Shares of Sugar Confectionery: % Value 2020-2024

Table 43 LBN Brand Shares of Sugar Confectionery: % Value 2021-2024

Table 44 Distribution of Sugar Confectionery by Format: % Value 2019-2024

Table 45 Forecast Sales of Sugar Confectionery by Category: Volume 2024-2029

Table 46 □Forecast Sales of Sugar Confectionery by Category: Value 2024-2029

Table 47 □Forecast Sales of Sugar Confectionery by Category: % Volume Growth 2024-2029

Table 48 □Forecast Sales of Sugar Confectionery by Category: % Value Growth 2024-2029

SWEET BISCUITS, SNACK BARS AND FRUIT SNACKS IN THAILAND

KEY DATA FINDINGS

2024 DEVELOPMENTS

Modes growth amid reduced consumer spending power

Indulgence trend continues to drive flavour innovations in sweet biscuits

URC Thailand embarks on brand collaborations to expand its target audience

PROSPECTS AND OPPORTUNITIES

Availability and habit will remain important growth drivers

Health and wellness trend will drive a move towards "better for you" snacking options

Sweet biscuits players will engage in various marketing strategies to drive growth in competitive market

CATEGORY DATA

Table 49 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2019-2024

Table 50 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2019-2024

Table 51 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2019-2024

Table 52 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2019-2024

Table 53 NBO Company Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2020-2024

Table 54 LBN Brand Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2021-2024

Table 55 NBO Company Shares of Sweet Biscuits: % Value 2020-2024

Table 56 LBN Brand Shares of Sweet Biscuits: % Value 2021-2024

Table 57 NBO Company Shares of Snack Bars: % Value 2020-2024

Table 58 □LBN Brand Shares of Snack Bars: % Value 2021-2024

Table 59 □NBO Company Shares of Fruit Snacks: % Value 2020-2024

Table 60 □LBN Brand Shares of Fruit Snacks: % Value 2021-2024

Table 61 □Distribution of Sweet Biscuits, Snack Bars and Fruit Snacks by Format: % Value 2019-2024

Table 62 □Distribution of Sweet Biscuits by Format: % Value 2019-2024

Table 63 □Distribution of Snack Bars by Format: % Value 2019-2024

Table 64 □Distribution of Fruit Snacks by Format: % Value 2019-2024

Table 65 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2024-2029

Table 66 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2024-2029

Table 67 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2024-2029

Table 68 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2024-2029

ICE CREAM IN THAILAND

KEY DATA FINDINGS

2024 DEVELOPMENTS

Slower growth in 2024, in face of intensified competition from unpackaged ice cream

Flavour innovation continues to drive growth in ice cream

Brand collaborations continue as key strategy in piquing consumer interest

PROSPECTS AND OPPORTUNITIES

Premiumisation represents opportunity to drive value growth

Increased interest in healthier alternatives

Cross-category product expansion helps to appeal to a wider consumer base

CATEGORY DATA

Table 69 Sales of Ice Cream by Category: Volume 2019-2024

Table 70 Sales of Ice Cream by Category: Value 2019-2024

Table 71 Sales of Ice Cream by Category: % Volume Growth 2019-2024

Table 72 Sales of Ice Cream by Category: % Value Growth 2019-2024

Table 73 Sales of Ice Cream by Leading Flavours: Rankings 2019-2024

Table 74 Sales of Impulse Ice Cream by Format: % Value 2019-2024

Table 75 NBO Company Shares of Ice Cream: % Value 2020-2024

Table 76 LBN Brand Shares of Ice Cream: % Value 2021-2024

Table 77 NBO Company Shares of Impulse Ice Cream: % Value 2020-2024

Table 78 LBN Brand Shares of Impulse Ice Cream: % Value 2021-2024

Table 79 NBO Company Shares of Take-home Ice Cream: % Value 2020-2024

Table 80 LBN Brand Shares of Take-home Ice Cream: % Value 2021-2024

Table 81 Distribution of Ice Cream by Format: % Value 2019-2024

Table 82 Forecast Sales of Ice Cream by Category: Volume 2024-2029

Table 83 Forecast Sales of Ice Cream by Category: Value 2024-2029

Table 84 Forecast Sales of Ice Cream by Category: % Volume Growth 2024-2029

Table 85 Forecast Sales of Ice Cream by Category: % Value Growth 2024-2029

SAVOURY SNACKS IN THAILAND

KEY DATA FINDINGS

2024 DEVELOPMENTS

Modest retail volume growth for savoury snacks in 2024

Growing demand for spicy flavours

Lay's continues to lead in potato chips, supported by brand collaborations and robust marketing campaigns

PROSPECTS AND OPPORTUNITIES

Health and wellness trend will continue to drive growth

High-protein trend will boost sales of meat snacks

Players will tap into local preferences as key strategy to drive growth

CATEGORY DATA

Summary 4 Other Savoury Snacks by Product Type: 2024

Table 86 Sales of Savoury Snacks by Category: Volume 2019-2024

Table 87 Sales of Savoury Snacks by Category: Value 2019-2024

Table 88 Sales of Savoury Snacks by Category: % Volume Growth 2019-2024

Table 89 Sales of Savoury Snacks by Category: % Value Growth 2019-2024

Table 90 NBO Company Shares of Savoury Snacks: % Value 2020-2024

Table 91 LBN Brand Shares of Savoury Snacks: % Value 2021-2024

Table 92 Distribution of Savoury Snacks by Format: % Value 2019-2024

Table 93 Forecast Sales of Savoury Snacks by Category: Volume 2024-2029

Table 94 Forecast Sales of Savoury Snacks by Category: Value 2024-2029

Table 95 Forecast Sales of Savoury Snacks by Category: % Volume Growth 2024-2029

Table 96 Forecast Sales of Savoury Snacks by Category: % Value Growth 2024-2029

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