

Processed Fruit and Vegetables in Thailand

December 2023

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Processed Fruit and Vegetables in Thailand - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

The return of tourism helps to boost sales as domestic demand is low
Private label attracts attention from foreigners due to global brand names
Domestic players utilise online channels and social media to boost sales

PROSPECTS AND OPPORTUNITIES

Local players expected to maintain their lead in processed fruit, thanks to high domestic production
Health trends cast a light on the sugar content in processed fruit
Processed vegetables expected to remain niche due to low local demand

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SOURCES

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