



**Euromonitor
International**

Processed Fruit and Vegetables in Thailand

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Low retail volume growth for processed fruit and vegetables in 2024
- Tourist influx drives foodservice volume growth for processed fruit and vegetables
- Health and wellness trend drives greater product variety and better labelling for frozen processed vegetables

PROSPECTS AND OPPORTUNITIES

- Demand for convenience will drive consumer demand for frozen processed vegetables and potatoes
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Staple Foods in Thailand - Industry Overview

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