

# **Butter and Spreads in Thailand**

August 2024

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# Butter and Spreads in Thailand - Category analysis

# **KEY DATA FINDINGS**

## 2024 DEVELOPMENTS

Increasing local demand for butter, while margarine suffers from health concerns Health-oriented offerings have small, but growing presence Recovery of foodservice channel has positive impact on butter consumption

# PROSPECTS AND OPPORTUNITIES

Butter has further potential for growth, but cost will remain an issue Imported butter brands will gain traction Revival of foodservice will boost sales

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