



Euromonitor  
International

# Ice Cream in Thailand

August 2024

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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
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Snacks in Thailand - Industry Overview

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