



# HW Staple Foods in Thailand

August 2024

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#### 2023 DEVELOPMENTS

Plant-based diet trend surges as health conscious consumers seek alternative options  
Organic is leading claim as consumers look to avoid additives and potentially harmful ingredients  
Growing interest in functionality

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Thailand's pledge to cut salt consumption by 30% by 2025 to stimulate new product development  
Reducing sugar content  
Growing pressure to introduce health and wellness claims

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## Health and Wellness in Thailand - Industry Overview

### EXECUTIVE SUMMARY

Health and wellness in focus  
Consumer weight trends  
Consumer diet trends  
Health-related deaths  
Blood pressure and cholesterol levels  
Diabetes prevalence

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