



# HW Dairy Products and Alternatives in Thailand

August 2024

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Manufacturers add functional benefits to their products to appeal to health conscious consumers

Expanding range of products with plant-based and vegan claims

Reducing fat and sugar content

### PROSPECTS AND OPPORTUNITIES

Competition to intensify amongst plant-based milk players, creating new opportunities

Further demand for fortified/functional health and wellness dairy products and alternatives

Growing demand for products carrying organic claim

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## Health and Wellness in Thailand - Industry Overview

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Consumer weight trends

Consumer diet trends

Health-related deaths

Blood pressure and cholesterol levels

Diabetes prevalence

### DISCLAIMER

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