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**Report Highlights:**

This guide serves as a resource for U.S. companies seeking to do business in Thailand and provides market overviews, practical tips and information on local business practices, consumer preferences and trends. This report also identifies opportunities and entry approaches for the three major market sectors (food retail, food service, and food processing).

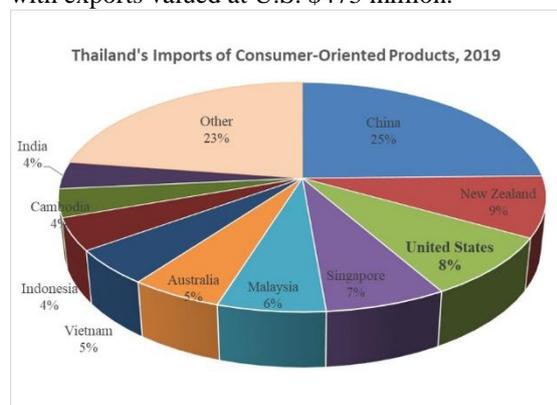
# Market Fact Sheet: Thailand

## Executive Summary

Thailand is Southeast Asia's second largest economy with a Gross Domestic Product (GDP) of U.S. \$502 billion (as of November 2020). Thailand remains a strong agricultural competitor as it is the world's leading exporter of natural rubber, frozen shrimp, canned tuna, canned pineapples, cooked poultry, and cassava. It is also a major exporter of sugar and rice. Thailand is the 14th largest export market for U.S. agricultural products, while the United States is the largest supplier of agricultural products to Thailand, with 13 percent of total import market share.

## Imports of Consumer-Oriented Products

In 2019, the United States was the 3<sup>rd</sup> largest supplier of consumer-oriented products to Thailand with exports valued at U.S. \$473 million.



## Food Retail Industry

Thailand's food processing industry has developed rapidly and is one of the most developed in Southeast Asia with more than 10,000 food and beverage processing factories. In 2019, Thailand's food ingredient imports exceeded U.S. \$2.7 billion. With rising demand for processed foods, Thai food processors must import large quantities of food ingredients that are not locally available.

## Food Processing Industry

Prior to the COVID-19 pandemic, the Thai Retailers Association reported that Thailand's retail sector in 2019 expanded by 2.8 percent, with a total value of approximately U.S. \$116 billion. The growth of the Thai retail industry has been largely driven by economic growth, coupled with a growing young, middle-income population with higher disposable incomes and a greater propensity to spend, and a trend towards urbanization. The number of food retail outlets continues to grow with over 18,000 convenience store and

supermarket locations. Changes in the structure of Thai households and the pandemic have led to changes in how Thais eat with a rising demand for convenient ready-to-eat meals, healthy food products, and food delivery.

### Quick Facts 2019

**Imports of Consumer-Oriented Products:** U.S. \$5.5 billion

#### List of Top 10 Growth Products in Host Country

- |                        |                         |
|------------------------|-------------------------|
| 1) Dairy product       | 2) Fresh vegetables     |
| 3) Seafood products    | 4) Food preparation     |
| 5) Fresh fruits        | 6) Bread, pastry, cakes |
| 7) Tree nuts           | 8) Wine and beer        |
| 9) Chilled/frozen beef | 10) Healthy beverages   |

#### Food Industry by Channels (U.S. billion) 2019

Total Agricultural Exports:	\$42.4
Total Agricultural Imports:	\$17.2
Full-Service Restaurant Sales	\$6.0
Food Delivery Sales (Est. by 2020)	\$1.1
Food and Drink E-commerce Sales	\$0.3

#### Top Thailand Retailers

##### Supermarkets

- 1) Central Food Retail
- 2) Gourmet Market
- 3) Villa Market
- 4) Foodland
- 5) UFM Fuji Super
- 6) MaxValu

##### Hypermarkets

- 1) Tesco Lotus
- 2) Bug C

##### Cash and Carry

- 1) Makro

##### Convenience Stores

- 1) 7-Eleven
- 2) Family Mart
- 3) Lawson 108

#### GDP/Population

Population (*millions*): 69.18  
 GDP (*billions USD*): \$502 (as of 11/2020)  
 GDP per capita (*USD*): \$7,222 (as of 11/2020)

## Strengths/Weaknesses/Opportunities/Challenges

<p><b>Strengths:</b> Strong food industry with well-established retail, food service, and food processing industries.</p>	<p><b>Weakness:</b> High level of local industry protection results in restrictive trade barriers for imported food and beverages</p>
<p><b>Opportunities:</b> Rising incomes and rapid urbanization. Urban Thai consumers are more willing to pay for premium food products.</p>	<p><b>Challenges:</b> High import tariff on U.S. food exports to Thailand.</p>

**Data and Information Sources:** Euromonitor, TDM, Office of the National Economic and Social Development Board, World Bank, Kbank Research, and Industry Estimates

## Section I. Market Overview

Thailand, with a population of nearly 70 million, is Southeast Asia’s second largest economy with a Gross Domestic Product (GDP) of U.S. \$502 billion. According to the National Food Institute, the value of Thailand’s food and beverage exports in 2020 will reach U.S. \$33 billion, an increase of 0.8 percent from the previous year. Thailand remains a strong agricultural competitor, as it is the world’s leading exporter of natural rubber, frozen shrimp, canned tuna, canned pineapples, cooked poultry, and cassava. It is also a major exporter of sugar and rice. According to the National Economic and Social Development Council (NESDC), the Thai economy in 2020 is expected to decrease by 6.0 percent as the country’s export value is forecasted to decline by 7.5 percent, while private consumption and total investment are forecast to contract by 0.9 and 3.2 percent, respectively. The Thai economy in 2021 is expected to expand between 3.5 – 4.5 percent, mainly supported by the recovery of the world economy and global trade, the government budget’s disbursement and economic stimulus measures, and the improvement of domestic demand.

Thailand is the 14<sup>th</sup> largest export market for U.S. agricultural products. In 2019, U.S. consumer oriented agri-food exports to Thailand were valued at U.S. \$473 million, while total U.S. imports of these products from Thailand were U.S. \$1.7 billion.

<b>U.S.-Thai Trade of Consumer Oriented Agricultural Products</b>					
(million; U.S.\$ per year)	<b>2015</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>
<b>U.S. Imports from Thailand</b>	1,444	1,583	1,591	1,669	1,728
<b>U.S. Exports to Thailand</b>	386	388	385	418	473
<b>Trade Balance</b>	-1,057	-1,195	-1,206	-1,251	-1,255

Source: Trade Data Monitor and USDA Foreign Agricultural Service – Bangkok, Thailand

<b>Change in Thai Food Import Mix from the United States</b>					
(million; U.S.\$ per year)	<b>2015</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>
<b>Bulk and Intermediate</b>	<b>1,486</b>	<b>1,331</b>	<b>1,439</b>	<b>1,868</b>	<b>1,564</b>
Share of Imports	72%	70%	70%	73%	71%
<b>Consumer Oriented</b>	<b>386</b>	<b>388</b>	<b>385</b>	<b>418</b>	<b>473</b>
Share of Imports	19%	20%	19%	16%	21%
<b>Edible Fishery</b>	<b>197</b>	<b>193</b>	<b>229</b>	<b>257</b>	<b>180</b>
Share if Imports	10%	10%	11%	10%	8%
<b>Total</b>	<b>2,069</b>	<b>1,911</b>	<b>2,053</b>	<b>2,543</b>	<b>2,218</b>

Source: Trade Data Monitor and USDA Foreign Agricultural Service – Bangkok, Thailand

Thailand currently has free trade agreements with the Association of Southeast Asian Nation countries (ASEAN), Australia-New Zealand, China, India, Japan, Peru, South Korea, and Chile. Thailand has been in negotiation for bilateral free trade arrangements with the European Union, Pakistan, Sri Lanka, and Turkey. On November 15, 2020, Thailand, which is an ASEAN member, officially signed the Regional Comprehensive Economic Partnership (RCEP) agreement with five other countries in the Asia Pacific region, consisting of Australia, China, Japan, New Zealand, and South Korea. The free trade agreement will go into effect by mid-2021. (More information is available in a report [“The Impact of RCEP on US Agricultural Exports to Thailand”](#))

## A list of Thailand's free trade agreements

Country	Trade Agreement Effective Date
Thailand-Australia	January 1, 2005
Thailand-New Zealand	July 1, 2005
Thailand-Japan	November 1, 2007
Thailand-India	September 1, 2004
Thailand-Peru	December 31, 2011
Thailand-Chile	November 5, 2015
ASEAN-China	October 1, 2003
ASEAN-Korea	January 1, 2010
ASEAN-Australia-New Zealand	March 12, 2010
ASEAN-India	January 1, 2010
ASEAN-Japan	June 1, 2009
ASEAN Free Trade Area (AFTA)	January 1, 2002 – 5 percent January 1, 2010 – 0 percent
ASEAN-Hong Kong	January 1, 2019

Duties on imported U.S. consumer-ready food products range between 30-60 percent. Tariffs on meats, fresh fruits and vegetables, and processed foods are equally high, even for items with little or no domestic production. The tariff on apples stands at 10 percent, while pears and cherries tariffs are 30 and 40 percent, respectively.

Advantages	Challenges
Thais spend 25 percent of total expenditures on food and beverages, and about 38 million middle-to-upper income consumers are eager to purchase imported food products.	U.S. products are not always price-competitive due to high tariffs and shipping costs.
A dynamic and eager younger population (between ages of 15 and 35, representing 29 percent of the total population) is willing to try new products and is receptive to trends that fit their westernized lifestyles.	Free trade agreements with China, Australia, New Zealand, Chile, Japan, Korea, Peru, and India have made U.S. products less competitive especially for high value consumer products such as meats, processed meat, wine, spirits, cherries, peaches, plums, pears, frozen potatoes, and cheeses.
Thais in urban areas (54 percent of the population) increasingly spend more on imported food items and have become relatively brand conscious. They are changing their eating habits to accept more western style foods.	Local production is increasingly substituting imported food items. Locally produced snack foods, salad dressings, sauces, jams, and other processed foods are relatively inexpensive.
Increasing purchasing power of consumers in rural areas translates into more discretionary spending on non-traditional agricultural products.	Market penetration for imported products is mostly concentrated in Bangkok and major tourist-destination areas.

The Thai food processing industry is looking for new ingredients and shows a strong interest in importing healthy and functional food ingredients.	Imports of some U.S. food products are currently subject to restrictive trade barriers, including high import tariffs, rigid food import procedures, and burdensome documentation requirements.
Growing number of retail outlets.	The oligopolistic nature of hypermarkets exerts some control over prices, while convenience stores prefer low priced locally or regionally sourced products.
Well-developed food service industry.	Strong government protection on local agricultural products such as poultry and livestock products make it difficult for imported products to enter the market.
Growth in the tourism industry and an increase in the number of hotels leads to greater demand for imported food products.	Regional tourists sometimes seek cheaper local food alternatives or food products sourced from their respective countries.
Middle income women give greater attention to health and beauty and are demanding new products from retailers.	

## Section II. Exporter Business Tips

### Market Research:

- It is essential to visit the market to conduct market research, especially for product testing, price comparisons, gauging competitors, consumer preferences, etc.
- U.S. exporters should identify the best distribution channel (e.g. local importers, distributors, supermarkets, retailers, etc.) and establish a good relationship with their representatives as they are very useful in facilitating and promoting exports of U.S. consumer-ready foods to Thailand.
- Insight and analysis from FAS's overseas offices on key market sector reports, market updates, and issues impacting U.S. agricultural trade are available at <https://gain.fas.usda.gov>.

### Local Business Customs and Trends:

- U.S. exporters should work with a representative or agent who has or can get strong local connections with target customers (retailers, hotels, restaurants, and food processors), a good understanding of Thai food and agriculture regulations, and food import procedures.
- Networking with government officials and/or correct authorities can be the key to doing business successfully in Thailand.
- Localize your products: adjust the product to local tastes, verify consumer preferences, and set a competitive price.
- Trade fair participation is another way to raise awareness of your product.
- Successful U.S. exporters must provide reliable product availability, consistent quality, technical support, and respond to inquiries within 24 hours.
- When introducing new products, several factors should be kept in mind. Middle to upper income Thai consumers have an aversion to low quality products and are attracted to branded products. They also tend to be image conscious. Existing brand loyalties are most likely to be replaced by new products that focus on good quality, better packaging, availability, promotions, and competitive prices.
- Be patient and think long term. It is not unusual to visit the market 2-3 times before details are finalized.

- U.S. exporters can request a list of importers from FAS post at [agbangkok@fas.usda.gov](mailto:agbangkok@fas.usda.gov).

#### General Customer Tastes and Trends:

- Smaller households are driving the demand for smaller quantity packages across packaged food and more emphasize on convenience foods, which require less time for preparation.
- There is an increasing trend of healthy food consumption among Thai consumers, which has been catalyzed by the COVID-19 pandemic. Thais opt to purchase more healthy products that boost disease immunity. The demand for healthy and functional food and beverages, such as vitamin supplement drinking water, has surged during the pandemic.
- The COVID-19 pandemic has rapidly transformed the food business. The rapid growth of food delivery applications during the pandemic contributed to the emergence of one big food trend: ghost restaurants (cloud restaurants), which are food outlets that are set up only for delivery service without physical store and dining area. More information can be found in the report [Thailand Online Food Delivery Market](#).
- Thai consumers demand not only healthy food but also ready-to-eat and ready-to-cook meals as COVID-19 has introduced a strong telework culture.
- Due to advancement in technology and increases in internet users in Thailand, Thais are increasingly getting food related information including brands, new trends, nutritional information, and restaurant information through online searches, social media, bloggers, influencers, etc.
- Thai consumer preferences are starting to move away from traditional over-the-counter retailing towards digital purchasing.

### Section III. Import Food Standards & Regulations/Import Procedure

The most recent Food and Agricultural Import Regulations and Standards report for Thailand contains information on food laws, labeling requirements, food additive regulations, pesticide and other contaminants, import procedures, and other key regulations, requirements and specific standards. The report is available on the internet at <http://gain.fas.usda.gov>.

Import Tariff Table

	PRODUCT	HARMONIZED CODE	QUOTA	TARIFF RATE (for USA)		PRODUCT	HARMONIZED CODE	QUOTA	TARIFF RATE (for USA)	
				(%)	Volume				(%)	Volume
1	BEEF (Fresh and Frozen)*	0201		50		24	Popcorn kernels (for popping purpose)	10059010		
		0202					"Already-popped" popcorn	1904.10.90	20	
2	BEEF OFFALS*	020610		30			Microwave popcorn	2008.19.90	30	
3	PORK MEAT	020329		30		25	SAUSAGES	1601	30	
4	MEAT OF SHEEP/LAMB	0204		30		26	SUGAR CONFECTIONERY	170410	30	
5	TURKEY	020724-020727		30				170490		
6	SALMON, TUNAS, COD, SARDINES	0303		5		27	CHOCOLATE & FOOD PREP. WITH COCOA	1806	10	
	MACKEREL AND OTHER FISH					28	MILKFOOD FOR INFANTS	190110	30	
7	CRABS	030614		5		29	BREAKFAST CEREAL	190410	20	
8	SCALLOPS	030721		5		30	FROZEN FRIES	200410	30	
		030729				31	JAMS, FRUIT JELLIES	2007	30	Bt.25.00/kg
9	SKIMMED MILK	0402	X	5 (in-quota) 216 (out-quota)		32	PEANUTS	200811	30	Bt.25.00/kg
10	CHEESE & CURD	0406		30		33	ALMOND (ROSTED)	200819	30	Bt.25.00/kg
11	DRIED PEAS, BEANS, LENTILS	0713		5		34	CANNED PEACH	200870	30	Bt.25.00/kg
12	ALMONDS, FRESH/DRIED IN SHELL & SHELLED	080211		10	Bt.8.50/kg	35	FRUIT & VEG JUICE	2009	30	Bt.101.
		080212				36	INSTANT COFFEE	210111	X	40 (in-quota) 49 (out-quota)
13	PISTACHIOS, FRESH/DRIED	080250		10	Bt.8.50/kg	37	INSTANT TEA	210120	30	
14	ORANGE	080520		40	Bt.33.50/kg	38	TOMATO KETCHUP	210320	30	
15	GRAPEFRUIT, FRESH/DRIED	080540		40	Bt.33.50/kg	39	MUSTARD	210330	30	
16	GRAPES, FRESH	080610		30	Bt.25.00/kg	40	OTHER SAUCES & PREP	210390	5	
17	RAISINS	080620		5	Bt.4.00/kg	41	SOUPS & BROTHS & PREPARATION	210410	20-30	
18	APPLE (FRESH)	080810		10	Bt.3.00/kg	42	BEER	2203	60	
19	PEARS & QUINCES	080830		30	Bt.15.00/kg	43	CHAMPAGNE	220410	54	
20	CHERRIES (FRESH)	0809.29		40	Bt.33.50/kg	44	WINE	220421	54	
21	PEACHES, INCL. NECTARINES	080930		40	Bt.33.50/kg			220429		
22	PLUMS AND SLOES	080940		40	Bt.33.50/kg	46	WHISKIES	220830	60	
23	COFFEE	0901	X	30 (in-quota) 90 (out-quota)		47	GIN	220850	54	
						48	DOG&CAT FOOD	230910	9	

Remark: \*Inspection fee by Livestock Department is equal to Baht5/kg. for beef and Baht20/kg. for offals

Contact the Foreign Agricultural Service at the U.S. Embassy, Bangkok ([agbangkok@fas.usda.gov](mailto:agbangkok@fas.usda.gov)) with any questions on issues such as standards, tariffs, regulations, labeling or other concerns.

## Section IV. Market Sector Structure & Trends

Thailand’s consumer market is relatively mature with high potential for future growth due to the country’s economic growth, on-going urbanization, and growing middle class. Household income in Thailand has grown rapidly over the past decade in line with growing urbanization. The sustained economic growth supports the growth of the middle-income population. Consumer disposable incomes also continue to rise supporting the spending on consumer goods, including food and beverage products. In 2019, Thai consumer expenditures on food and beverages reached U.S. \$82 billion, and per capita disposable income was U.S. \$4,126. The typical Thai diet consists of rice, meats, eggs, vegetables, fish, and seafood. In 2019, spending on food and non-alcoholic beverages accounted for 25 percent of total consumer expenditures.

Consumer Expenditure on Food and Beverages 2015-2019										
Million U.S.\$	2015		2016		2017		2018		2019	
	Value	%								
<b>Food</b>	<b>50,260</b>	<b>79.2</b>	<b>50,880</b>	<b>79.9</b>	<b>53,517</b>	<b>80.0</b>	<b>59,761</b>	<b>80.1</b>	<b>65,996</b>	<b>80.3</b>
Bread and Cereals	11,169	17.6	11,038	17.3	11,440	17.1	12,725	17.1	13,987	17.0
Meat	6,327	10.0	6,329	9.9	6,604	9.9	7,406	9.9	8,155	9.9
Fish and Seafood	5,873	9.3	5,939	9.3	6,383	9.5	7,064	9.5	7,723	9.4
Oils and Fats	2,633	4.2	2,380	3.7	2,529	3.8	2,780	3.7	3,046	3.7
Fruits	4,793	7.6	4,876	7.7	5,289	7.9	5,911	7.9	6,547	8.0
Vegetables	12,009	18.9	12,806	20.1	13,248	19.8	14,953	20.0	16,687	20.0
Sugar and Confectionery	1,585	2.5	1,537	2.4	1,631	2.4	1,811	2.4	1,990	2.4
Other Food	1,737	2.7	1,762	2.8	1,900	2.8	2,131	2.9	2,369	2.9
<b>Non-Alcoholic Beverages</b>	<b>7,755</b>	<b>12.2</b>	<b>7,624</b>	<b>12.0</b>	<b>8,009</b>	<b>12.0</b>	<b>8,887</b>	<b>11.9</b>	<b>9,750</b>	<b>11.9</b>
Coffee, Tea, and Cocoa	1,429	2.3	1,405	2.2	1,533	2.3	1,709	2.3	1,875	2.3
Mineral Waters, Soft Drinks, Fruit and Vegetable Juices	6,326	10.0	6,219	9.8	6,476	9.7	7,178	9.6	7,871	9.6
<b>Alcoholic Beverages</b>	<b>5,408</b>	<b>8.5</b>	<b>5,176</b>	<b>8.1</b>	<b>5,359</b>	<b>8.0</b>	<b>5,946</b>	<b>8.0</b>	<b>6,447</b>	<b>7.8</b>
Spirits	2,624	4.1	2,341	3.7	2,340	3.5	2,576	3.5	2,799	3.4
Wine	288	0.5	291	0.5	323	0.5	368	0.5	402	0.5
Beer	2,497	3.9	2,544	4.0	2,696	4.0	3,002	4.0	3,246	3.9
<b>Total</b>	<b>63,422</b>	<b>100.0</b>	<b>63,680</b>	<b>100.0</b>	<b>66,884</b>	<b>100.0</b>	<b>74,594</b>	<b>100.0</b>	<b>82,193</b>	<b>100.0</b>

Source: Euromonitor and USDA Foreign Agricultural Service – Bangkok, Thailand

## Retail Sector

The growth of the Thai retail industry has been largely driven by economic growth, coupled with a growing young, middle-income population with higher disposable incomes and a greater propensity to spend, and a trend towards urbanization. The Thai Retailers Association reported that Thailand’s retail sector in 2019 expanded by 2.8 percent, with a total value of approximately U.S. \$116 billion. Changes in the structure of Thai households have led to changes in how Thais eat with a rising demand for convenient ready-to-eat meals, healthy food products, and food delivery. In addition, health and wellness food categories have continued to grow in Thailand. Due to increasingly hectic lifestyles, the demand for products that can offer better health, boost wellbeing, manage weight, and increase nourishment is increasing even those that are generally more expensive than normal products.

Hypermarkets, supermarkets, and cash and carry establishments present excellent opportunities for U.S. exporters of consumer food items. The main factors U.S. exporters

should consider before entering the Thai market are pricing, product shelf life, and consumer preferences. Intense competition in the retail food market, particularly from large-scale modern companies that use price strategies and loan extensions to low-income consumers, have led to the closure of many traditional stores. The convenience sector is not considered to be an attractive channel for U.S. products due to the pricing disadvantages as these stores mostly carry locally and regional produced goods. U.S. exporters should be aware that many U.S. branded food products such as snack foods, candy, chocolate, and breakfast cereals are already present in the market as locally or regionally produced food products.

While the majority of food and beverage purchases take place in physical stores, the tendency to purchase online is growing at a faster rate. Online retail sales are expected to reach U.S. \$49 billion in 2020, up from \$33 billion in 2017. A rapid growth in smartphone penetration and rising internet penetration have allowed Thais to access the internet at their convenience and at fast speeds. The COVID-19 pandemic accelerated the growth of online grocery purchases. Nevertheless, online sales revenue accounts for only 10-15 percent of total revenue. Many retailers have utilized omnichannel retailing during the lockdown period.

Further information on this market sector can be found in the [Thailand Food Retail Market Report](#).

### **HRI Food Service Sector**

Thailand's hotel, restaurant, and institutional food service (HRI) sector is highly competitive and is comprised of approximately 150,000 outlets including some 100,000 restaurants and more than 5,000 hotels and resorts. The industry has steadily grown driven by the continuous growth of the tourism sector as well as an increased propensity of modern urban Thai families to eat out. In 2019, Thailand imported U.S. \$473 million in consumer-oriented foods from the United States. There are minimal barriers to entry for newcomers entering the market. HRI establishments are heavy users of imported products for food preparation, ready-to-eat meals, and catering services for airlines and cruise lines. In 2019, per capita consumer expenditure on hotels and catering was U.S. \$862 per person, a 10 percent increase from the previous year.

The restaurant sector expanded by 4-5 percent annually prior to the pandemic and is expected to keep growing by at least 4 percent until the end of 2020 due to changes in consumer behavior for dining out and ordering takeout. However, the pandemic caused restaurant sales revenue to drop severely during the first half of 2020. The pandemic accelerated the adoption and growth of food delivery in Thailand. An update on the Thai food delivery market is available in the [Thailand Online Food Delivery Market](#) report. The long-term outlook for the restaurant sector in Thailand remains positive with a slower growth pace so long as Thailand continues to manage the pandemic successfully as it has so far. Thailand has a strong food culture with food playing a role with identity and relationships. According to Euromonitor, Thailand's food and beverage industry revenue will continue to grow at 4.7 percent between 2012 and 2022. Revenue grew from U.S. \$21 million in 2012 to U.S. \$25 million in 2017 and is expected to grow to U.S. \$31 million by 2022, which is driven mainly by an increase in the number of outlets and the growth of food delivery.

On average, the entire HRI sector sources about 30-35 percent of their food products through imports. The United States has an approximately 20 percent share of this market. U.S. beef,

seafood, cheese, frozen potatoes, seasonings, fresh fruits, dried fruits, nuts, bakery filling, fruit juices, juice concentrate, wine, and craft beer are well known in this sector.

Further information on this market sector is available in the [Thailand Food Service Market Report](#).

### **Food Processing Sector**

Thailand is one of the world's leading agricultural suppliers, primarily due to its well-developed food processing sector and global recognition for its quality control and standards, which enables Thailand to export value-added products to international markets like the European Union (EU), Japan, China, and the United States. Major food exports include rice, canned tuna, sugar, meat, cassava products, and canned pineapple. Thailand is one of the world's leading food exporters, with seafood products making up the largest share at about 18.2 percent, followed by chicken, rice, sugar, processed fruits, and beverages. According to Thailand's Board of Investment (BOI), there have been 116 new investment applications submitted between January and June 2020 for food and beverage manufacturing projects in Thailand with a total value of about U.S. \$600 million. Potential products are plant-based proteins, semi- and ready-to-eat food, seasonings, frozen meats, frozen fruits, processed seafood, healthy beverages, etc.

Food manufacturers are forced to develop new products and stay current on consumer trends to serve the changing preferences of consumers. The introduction of "healthy" food and beverages is the leading trend. A wide assortment of healthy food and beverages that boost immunization, such as vitamin waters, healthy snacks using grains, nuts, and dried fruits or ready-to-eat meals featuring new application of seafood, have been introduced to the market and are gaining better shelf space and interest from retailers. The change in customer behavior based on health and beauty concerns as well as an increasingly aging society are factors that food manufacturers should take into consideration when developing new products to align with consumer needs. Urban dwellers, in particular, have less time for food preparation due to longer working hours and a greater presence of women in the work force. With rising demand for processed foods, Thai food processors must import large quantities of food ingredients that are not locally available.

In 2019, Thailand's food ingredient imports exceeded U.S. \$2.7 billion. The United States is the third largest supplier of these products. U.S. products with the highest growth were fish, dairy ingredients, dried fruits, nuts, and other functional ingredients. The food ingredient market continues to grow due to increases in population, purchasing power, dual income families, and new product development. Although domestic ingredients hold the greatest share of the market, these items tend to be low value. High-value raw and semi-processed products such as fish and seafood, grains, starches, dairy ingredients, specialty bakery ingredients are generally not available locally and must be imported.

Further information on this market sector can be found in the [Thailand Food Processing Market Report](#).

## Section V. Agricultural and Food Imports

Thailand Imports (In Thousands of Dollars)	Imports from the World					Imports from the United States					U.S. Market Share				
	2015	2016	2017	2018	2019	2015	2016	2017	2018	2019	2015	2016	2017	2018	2019
Consumer Oriented	4,394,417	4,619,170	5,076,899	5,242,356	5,545,156	386,288	387,674	384,898	417,579	473,144	8.8	8.4	7.6	8.0	8.5
Agricultural Total															
Dairy Products	747,321	602,696	748,549	790,278	807,011	54,557	39,209	47,766	38,267	53,126	7.3	6.5	6.4	4.8	6.6
Processed Vegetables	463,956	583,848	666,789	693,460	757,332	24,201	24,916	22,168	25,340	21,575	5.2	4.3	3.3	3.7	2.8
Fresh Fruit	621,271	681,588	604,988	587,320	616,331	37,558	33,149	33,040	32,508	40,874	6.0	4.9	5.5	5.5	6.6
Fresh Vegetables	203,473	221,278	250,475	274,688	328,754	3,410	1,244	1,892	3,421	4,139	1.7	0.6	0.8	1.2	1.3
Tree Nuts	180,014	202,045	304,065	241,346	269,336	28,572	34,723	20,703	41,563	55,342	15.9	17.2	6.8	17.2	20.5
Spices	125,087	203,431	222,199	218,813	264,997	2,453	2,705	2,995	2,844	1,979	2.0	1.3	1.3	1.3	0.7
Other Snack Foods	170,999	187,417	193,340	219,506	219,069	2,704	2,048	1,754	2,117	2,524	1.6	1.1	0.9	1.0	1.2
Chocolate and Cocoa Products	155,033	181,596	185,469	198,881	201,072	12,698	16,842	17,859	16,994	21,917	8.2	9.3	9.6	8.5	10.9
Processed Fruit	131,032	150,937	155,273	167,534	180,591	17,093	19,264	17,734	15,528	12,782	13.0	12.8	11.4	9.3	7.1
Coffee, Roasted and Extracts	102,978	102,132	109,773	115,290	116,142	2,154	2,029	2,540	2,838	2,302	2.1	2.0	2.3	2.5	2.0
Condiments and Sauces	65,465	67,784	73,403	89,165	106,845	6,725	5,548	5,230	6,370	7,444	10.3	8.2	7.1	7.1	7.0
Beef and Beef Products	122,224	87,726	92,584	101,748	103,927	3,141	3,318	4,442	6,847	7,142	2.6	3.8	4.8	6.7	6.9
Wine and Beer	76,976	79,235	84,615	108,047	100,006	4,901	3,725	3,990	6,927	6,359	6.4	4.7	4.7	6.4	6.4
Other Meat Products	98,779	103,077	106,703	135,242	96,218	1,163	860	614	791	718	1.2	0.8	0.6	0.6	0.7
Fruit and Vegetable Juices	63,741	74,272	68,781	71,108	61,497	8,701	9,021	8,100	8,117	6,695	13.7	12.1	11.8	11.4	10.9
Dog and Cat Food	60,399	53,715	59,401	59,848	55,862	11,228	9,440	10,474	11,888	12,363	18.6	17.6	17.6	19.9	22.1
Nursery Products and Cut Flowers	20,984	30,507	32,296	39,409	45,320	39	57	89	150	178	0.2	0.2	0.3	0.4	0.4
Tea	29,923	37,594	37,293	41,283	44,699	4,721	7,532	8,697	9,699	7,042	15.8	20.0	23.3	23.5	15.8
Pork and Pork Products	28,285	29,435	24,632	20,679	23,301	248	314	67	1	0	0.9	1.1	0.3	0.0	0.0
Eggs and Products	23,458	22,088	22,002	24,497	18,626	850	311	322	913	710	3.6	1.4	1.5	3.7	3.8
Other Non-Alcoholic Bev.	9,046	9,804	11,023	9,121	11,739	497	641	871	545	400	5.5	6.5	7.9	6.0	3.4
Poultry Meat and Products	9,197	8,727	7,518	9,399	10,883	602	1,098	780	1,066	1,030	6.5	12.6	10.4	11.3	9.5
Other Consumer-Oriented Products	884,774	898,239	1,015,730	1,025,692	1,105,599	158,074	169,681	172,770	182,845	206,503	17.9	18.9	17.0	17.8	18.7
Fish and Seafood Products	2,475,430	2,967,592	3,453,705	3,847,375	3,586,533	197,446	192,737	228,990	256,769	180,469	8.0	6.5	6.6	6.7	5.0
Agricultural Products Total	11,253,878	11,189,914	11,733,769	12,218,105	12,732,590	1,871,834	1,718,418	1,823,809	2,285,814	2,037,410	16.6	15.4	15.5	18.7	16.0
Agricultural and Related Total	14,543,548	14,937,718	15,955,294	16,934,761	17,163,452	1,785,004	2,025,208	1,996,256	2,214,447	2,403,896	12.3	13.6	12.5	13.1	14.0

## Dairy Products



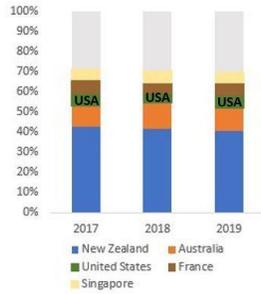
**Value:** U.S. \$53.1 million

**Market Share:** 6.6 percent

**Change from 2018:** +38.8 percent

### Major Suppliers:

- New Zealand 40.6 percent
- Australia 11.1 percent
- USA 6.6 percent



## Fresh Fruits



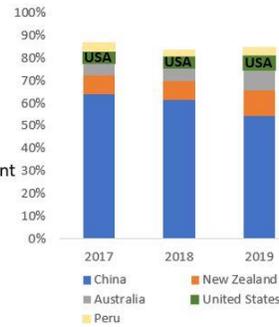
**Value:** U.S. \$40.9 million

**Market Share:** 6.7 percent

**Change from 2017:** +25.7 percent

### Major Suppliers:

- China 54.3 percent
- New Zealand 11.6 percent
- Australia 8.7 percent



## Beef and Beef Products



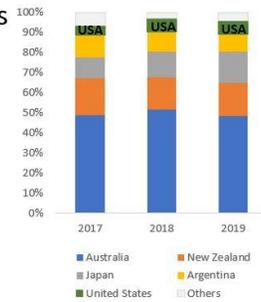
**Value:** U.S. \$7.14 million

**Market Share:** 6.9 percent

**Change from 2018:** +4.3 percent

### Major Suppliers:

- Australia 48.6 percent
- New Zealand 16.1 percent
- Japan 15.7 percent



## Tree Nuts



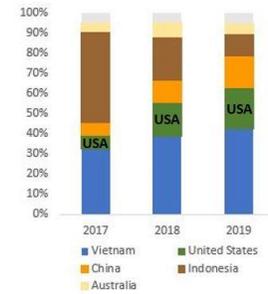
**Value:** U.S. \$55.3 million

**Market Share:** 20.6 percent

**Change from 2018:** +33.2 percent

### Major Suppliers:

- Vietnam 42.5 percent
- USA 20.6 percent
- China 15.8 percent



## Fruit and Vegetable Juices



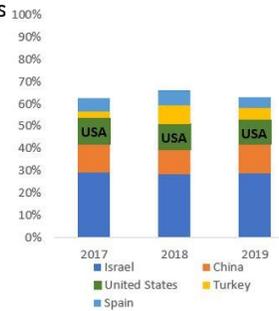
**Value:** U.S. \$6.7 million

**Market Share:** 10.9 percent

**Change from 2017:** -17.5 percent

### Major Suppliers:

- Israel 28.7 percent
- China 13.3 percent
- Turkey 8.3 percent



## Processed Fruit



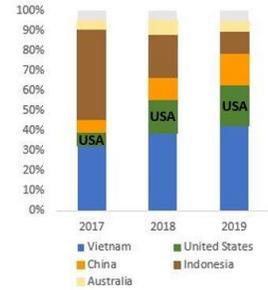
**Value:** U.S. \$12.8 million

**Market Share:** 7.1 percent

**Change from 2018:** -17.7 percent

### Major Suppliers:

- China 51.9 percent
- Greece 9.4 percent
- USA 7.1 percent



## Poultry Meat and Products



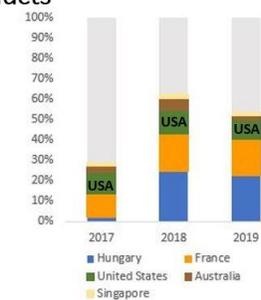
**Value:** U.S. \$1.0 million

**Market Share:** 9.5 percent

**Change from 2018:** -3.3 percent

### Major Suppliers:

- Hungary 22.4 percent
- France 18.0 percent
- USA 9.5 percent



## Chocolate and Cocoa Products



**Value:** U.S. \$21.9 million

**Market Share:** 10.9 percent

**Change from 2018:** +29.0 percent

### Major Suppliers:

- Malaysia 31.3 percent
- USA 10.9 percent
- China 8.1 percent



### Condiments and Sauces



**Value:** U.S. \$7.4 million  
**Market Share:** 7.0 percent  
**Change from 2017:** +16.9 percent

**Major Suppliers:**

- Japan 25.1 percent
- China 16.35 percent
- Singapore 12.4 percent



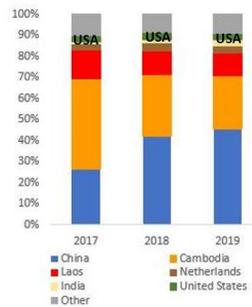
### Processed Vegetables



**Value:** U.S. \$21.6 million  
**Market Share:** 2.9 percent  
**Change from 2018:** -14.9 percent

**Major Suppliers:**

- China 45.6 percent
- Cambodia 25.2 percent
- Laos 10.8 percent



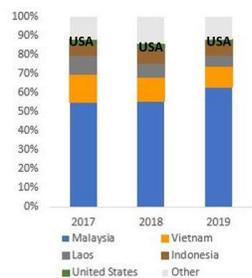
### Coffee, Roasted and Extracts



**Value:** U.S. \$2.3 million  
**Market Share:** 2.0 percent  
**Change from 2018:** -18.9 percent

**Major Suppliers:**

- Malaysia 62.7 percent
- Vietnam 10.9 percent
- Laos 6.2 percent



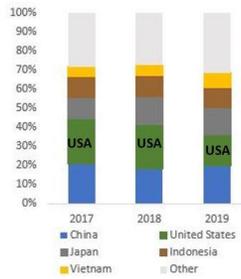
### Tea



**Value:** U.S. \$7.0 million  
**Market Share:** 15.8 percent  
**Change from 2018:** -27.4 percent

**Major Suppliers:**

- China 20.0 percent
- USA 15.8 percent
- Japan 14.4 percent



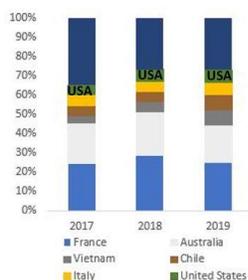
### Wine and Beer



**Value:** U.S. \$6.4 million  
**Market Share:** 6.4 percent  
**Change from 2018:** -8.2 percent

**Major Suppliers:**

- France 24.9 percent
- Australia 19.7 percent
- Vietnam 7.9 percent



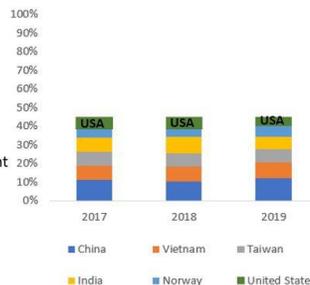
### Fish and Seafood



**Value:** U.S. \$180.5 million  
**Market Share:** 5.0 percent  
**Change from 2018:** -30.0 percent

**Major Suppliers:**

- China 12.2 percent
- Vietnam 8.4 percent
- Taiwan 6.9 percent



## Section VI. Key Contacts & Further Information

The Foreign Agricultural Service in Bangkok maintains up-to-date information covering food and agricultural import opportunities in Thailand and would be pleased to assist in facilitating U.S. exports and entry to the Thai market. Questions or comments regarding this report should be directed to the Foreign Agricultural Service in Bangkok at the following local or U.S. mailing address:

Office of Agricultural Affairs  
 U.S. Embassy  
 120-122, Wireless Road  
 Bangkok 10330  
 Tel. +662-205-5106  
 Fax. +662-255-2907  
 Email: Agbangkok@fas.usda.gov  
 Web site: www.fas.usda.gov

**End of Report.**

**Attachments:**

No Attachments