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Report Name: American Beef Market Opportunities

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Report Highlights:

Thailand offers strong growth potential for U.S. beef exports, particularly in the frozen beef segment, despite competition from tariff-free products from Australia, Japan, and New Zealand. According to Euromonitor International, Thailand's overall beef demand is forecast to grow by an average of 6.1 percent annually from 2010 to 2029. While Thai importers slowed down imports of U.S. beef in 2025 as they awaited clarity on tariff developments, underlying demand for high-quality imported beef remains robust, creating favorable long-term opportunities for U.S. exporters.

Overview

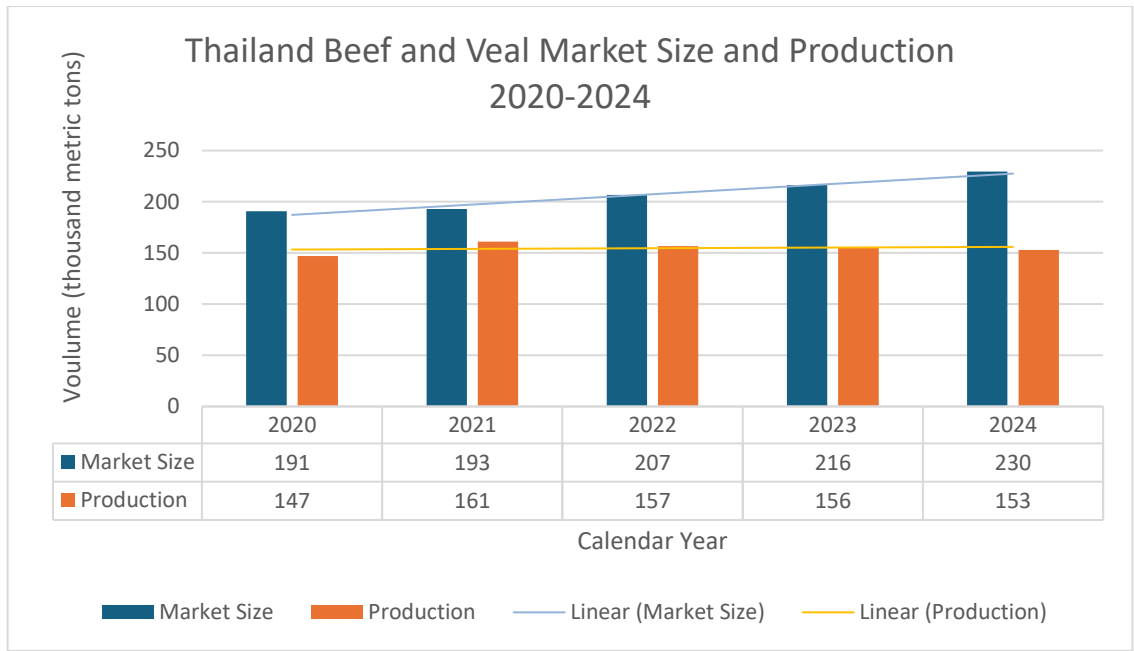
Thailand offers strong growth potential for U.S. beef exports, particularly in the frozen beef segment, driven by rising incomes, urbanization, and increasing demand for high-quality protein. Euromonitor International projects beef consumption to grow by an average of 6.1 percent annually from 2010 to 2029. From 2020 to 2024, Thailand’s beef import value grew by 7.2 percent per year, with imports of frozen boneless beef (HS 020230) increasing from \$6.7 million to \$8.6 million.

In 2025, U.S. beef imports experienced a temporary slowdown as Thai importers awaited clarity on tariff developments. Despite strong competition from Australia, Japan, and New Zealand—supported by free trade agreements and logistical advantages—the Thai market continues to offer meaningful expansion opportunities for U.S. exporters. Although the 50 percent import tariff remains the primary market constraint according to importers, retailers, and professional insiders, robust tourism, growth in the premium foodservice sector, and an expanding affluent consumer base support continued demand for U.S. beef. With sustained engagement and strategic promotional efforts, Thailand remains a promising and growing market for U.S. beef products.

Opportunities for U.S. Beef Products in Thailand’s Frozen Boneless Beef Segment

Thailand’s beef consumption continues to grow, and the gap created by flat domestic beef production is widening (Figure 1).

Figure 1. Thailand’s Beef and Veal Market Size and Domestic Production (2020-2024)



Source: Euromonitor International

Market Size (Consumption)

- The market size grew about 20 percent between 2020 and 2024.
- The linear trendline in Figure 1 shows continuous expansion in domestic beef demand, with the strongest increases occurring following the lifting of COVID-19 pandemic restrictions or between 2022 and 2024.

Domestic Production

- Thailand maintains a sizeable cattle herd to support domestic demand and has limited export trade with neighboring countries. However, despite government initiatives, productivity remains low according to industry contacts, and the gap between production and consumption continues to widen.
- Thailand's beef production has remained relatively stable at about 150,000 metric tons (MT) with a slight downward trend from 2021 onward.

Market Implications

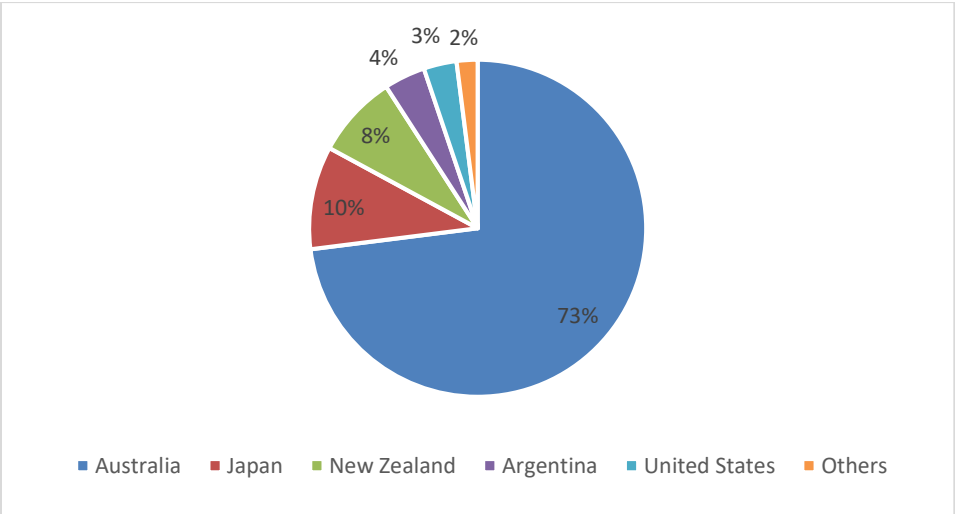
- Rising demand outpaces local supply.
- This growing supply deficit highlights greater reliance on beef imports, with demand for higher-value cuts and premium products remaining unmet by domestic production.
- For imported beef, the consistent drivers for consumers are based on perceptions of quality (e.g., tenderness and marbling) as well as taste. For Thai produced beef, consumers primarily value product availability, price, and freshness, in addition to paying attention to quality and taste. There is a strong preference for imported beef in most dishes, as it offers superior aroma and flavor. Thai beef is typically chosen because it is more affordable and suited to dishes where the seasoning or cooking process masks the taste.
- The data supports the outlook that Thailand's growing consumption, driven by urbanization, incomes, and tourism, will continue to create opportunities for international suppliers, including the United States.

Competitive Landscape Summary

In 2024, Australia dominated Thailand's overall beef and beef products import market (Figure 2) and accounted for 73 percent of total import value, reflecting Australia's strong competitive position owing to tariff advantages and established supply chains. Japan followed with 10 percent while New Zealand held 8 percent, and Argentina contributed 4 percent.

The United States ranked as the fifth-largest supplier, capturing 3 percent of Thailand's total import value for beef and beef products. Although the U.S. share remains relatively small compared to leading suppliers, the market continues to present growth opportunities, particularly in premium and specialty beef segments where Thai consumers regard U.S. products highly. Strategic promotion, increased visibility, and potential tariff improvements could help the United States expand its footprint in Thailand's growing beef market.

Figure 2: Thailand’s Beef Import Market by Supplier Country, 2024 (Value)



Source: Trade Data Monitor

Thailand’s frozen boneless beef market has experienced robust growth, with total imports increasing from \$66 million in 2020 to \$175.5 million in 2024. This growth underscores rising consumer demand for high-quality beef products, driven by increasing incomes, urbanization, and a growing preference for premium food options. While the market is competitive, the United States has significant opportunities to expand its presence in this segment.

The United States ranked fourth among suppliers of frozen boneless beef to Thailand, with exports growing from \$6.7 million in 2020 to \$8.5 million in 2024, representing a 5 percent market share. Although Australia dominates the segment with a 63 percent share, followed by Japan (15 percent) and New Zealand (11 percent), the United States has an opportunity to grow its market share in the unsaturated sector of frozen boneless beef imports.

Beef Import Tariffs

Unlike Thailand’s top 3 beef suppliers with free trade agreements (FTAs), the United States faces a 50 percent import tariff on beef products:

Supplier	Thailand’s Import Duty on Beef
Australia	0%
New Zealand	0%
Japan	0%
Argentina	50%
United States	50%
Brazil	50%

Consumer Trends and Preferences Snapshot (2025–2026)

In 2025, U.S. beef imports experienced a temporary slowdown as Thai importers paused purchases while awaiting greater clarity on potential tariff changes; however, U.S. beef continues to be well-regarded for its premium quality, strong flavor, and consistency in popular dishes such as steaks and burgers. Many consumers view U.S. beef favorably for a number of factors, including: its concentrated taste, advanced production methods, and high standards, though price sensitivity remains a factor. Corn-fed systems and specialized breeds are also appreciated for delivering soft texture and appealing flavor, while interest in production practices highlights an opportunity to further communicate U.S. safety and traceability assurances.

Foodservice trends—including steakhouses, premium burger outlets, Korean barbecue, and Japanese yakiniku—continue to shape expectations for marbling and tenderness, while younger consumers increasingly prefer convenient, ready-to-cook cuts. Tourism recovery is boosting demand in hotels and international restaurants, and online retail platforms are expanding premium beef visibility. These trends support continued interest in U.S. beef attributes such as marbling, grading consistency, and strong product storytelling, creating favorable conditions for growth in both foodservice and modern retail channels.

Import Controls on Beef and Beef Products

The United States has had uninterrupted market access for U.S. boneless beef since February 2006 and for bone-in beef since April 2017. Thailand currently considers U.S. beef offal and beef offal products as ineligible. For detailed import regulations, please consult [FAIRS Country Report Annual- Thailand 2024](#) as well as the USDA Food Safety and Inspection Service [Export Library](#) for Thailand.

Conclusion

With demand outpacing domestic production, Thailand will continue to rely on beef imports. This creates a favorable environment for U.S. suppliers to deepen engagement and expand their presence through targeted promotions, value-added offerings, and strategic partnerships.

Thailand's growing demand for premium beef offers solid opportunities for U.S. exporters, particularly in the frozen boneless segment. From 2020 to 2024, U.S. beef import value rose steadily, supported by consumer interest in high-quality products and continued expansion of the foodservice and tourism sectors. Although Australia, Japan, and New Zealand dominate Thailand's beef market, the United States maintains a foothold in premium categories where quality, grading, and consistency matter most. The frozen boneless segment shows strong potential because it is less saturated and continues to gain traction among hotels, restaurants, and modern retail outlets.

High tariffs on U.S. beef remain a challenge compared with suppliers with FTAs with Thailand, reinforcing the need to position U.S. beef as a premium option supported by branding, education, and joint promotions. Recent activities, including the American Beef Feast 2025 and participation in FAS Bangkok retail promotions, enhanced visibility and reinforced the value of U.S. beef in Thailand's competitive market. Trade show participation is another key to raising awareness of U.S. beef, and meeting with prospective importers, retailers, and distributors. For example, [THAIFEX - Anuga Asia](#) is

a USDA-endorsed trade show focused on food products for retail and food service sectors and will next take place in May 26-30, 2026.

FAS Bangkok continues to provide updated information on food and agricultural import opportunities in Thailand and welcomes inquiries from U.S. exporters seeking market access support.

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Attachments:

No Attachments.