Thailand’s food and beverage market

The “kitchen of the world” is a popular tourist destination

Strengths

- Regional hub.
- Popular tourist destination with 38m visitors per year.
- Modern retail channels are common.
- The most brand loyal consumers in the region.

Weaknesses

- Strong agricultural production and food processing - known as the “kitchen of the world”.
- Access for meat, fruit and vegetables challenging.
- Legislation not always simple.

Opportunities

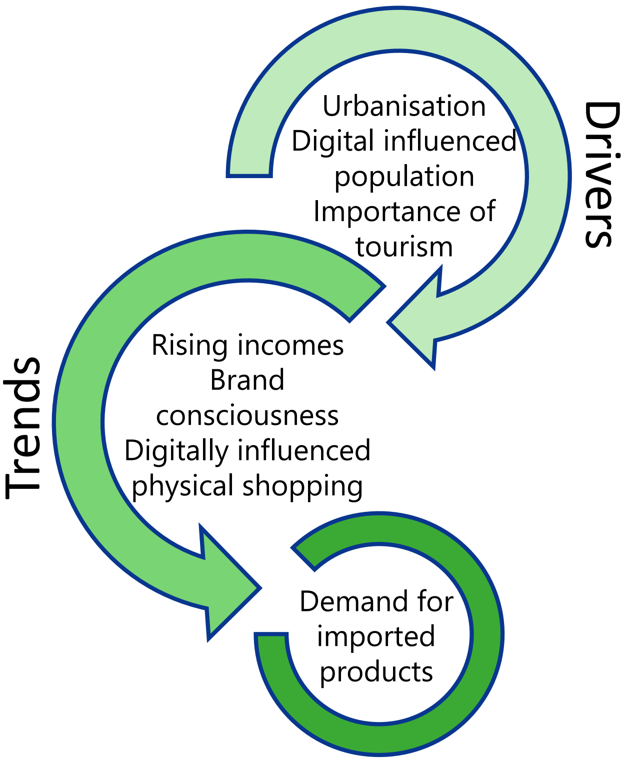
- EU and Thai food production has a high level of complementarity.
- Increasing interest in organic produce.
- Increasing levels of interest in health and nutrition.

Threats

- Australia and New Zealand FTA provides these competitors with favorable access.
- ASEAN member, and China has a farm trade FTA with the country.
- Thailand is considering joining TPP.

Population strongly focused on capital Bangkok

Increasingly wealthy consumers are brand conscious and loyal



Opportunities among products that are not produced locally

EU **wine** is well regarded and popular young urban professionals and tourists.

Spirits are the most popular alcohol beverage; tourists increase demand for imported products.

Olive oil sales are small but growing rapidly; discussions about health and fat types provide tailwinds.

Overall structural shortage of **dairy** products; awareness of cheese increasing.

A net importer of chocolate **confectionery**; EU products can benefit from premiumisation trend.

Urban markets and tourist hotspots harbour brand conscious consumers

Urban markets favour imported products due to infrastructure and income

Tourists are key to shaping some areas and an important consumer group

Consumers are brand conscious and like quality brands at good prices

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