



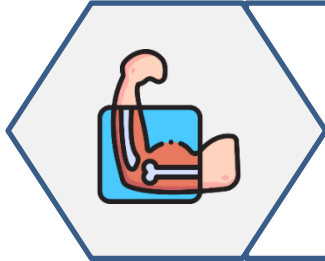
MARKET TRENDS IN THAILAND:  
HEALTH FOOD



KEY TRENDS



## Thailand



### Focus On Healthy Ageing – Bone Health

- Thailand's ageing population is expected to remain a key growth driver as people are increasingly focused on healthy ageing.
- These consumers are the key driver of the demand for minerals, which is by far the largest category of dietary supplements thanks to their focus on bone health.

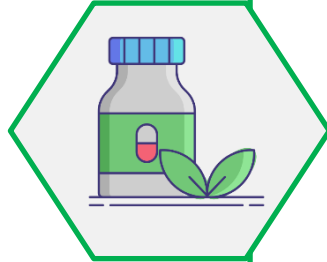


### Organic Packaged Food In Thailand

- Consumer's awareness of the importance of healthy eating and sustainability.
- Stay-at-home consumers have increased the demand for organic variants of staple foods like rice.
- Organic edible oil player seeks growth opportunities through innovation.



## Thailand



### Herbal/Traditional Products and Dietary Supplement

- Herbal/traditional products have a bright future as consumers turn to natural products to maintain good health.
- Cerebos (Thailand) has retained its strong lead in herbal/traditional products.
- Cannabis-infused food and beverages.
- Further new product development is expected as target audience for herbal or traditional products expands to include younger audience.
- There are many consumers who are likely to maintain their preventative approach to maintaining good health by taking such products to boost their immunity and avoid illness.



### Sports Nutrition Returns to Normal Growth

- Sports nutrition sets for strong recovery once COVID-19 fears subside with many consumers keen to pursue active lifestyles once again.
- The return will boost sales, and many people who are eager to work off the excess weight built-up during home seclusion.



## Focus On Healthy Ageing – Bone Health



### PeakRise Bone Growth Supplements

- Bone Enhancement and Growth - PeakRise special formula not only helps with growing height but enhances your bone mineral density as well. The BoneScience blend contains perfectly balanced ingredients such as Zinc, Calcium, and Vitamin D3, known for their great support for the skeletal system: Zinc normalizes system's functions, Calcium strengthens bones and Vitamin D3 provides better absorption.
- Product of USA.

**Ingredients:** Vitamin D3 (Cholecalciferol), Caldiium (As Calcium Phosphate), Zinc (As Zinc Citrate), Proprietary BoneScience Blend: L-Arginine, L-Ornithine, L-Glutamine, Spinach, Creatine, GABA, 5-HTP.

**Other Ingredients:** Gelatin Capsule.

### Caltrate 600+D3 Plus Minerals

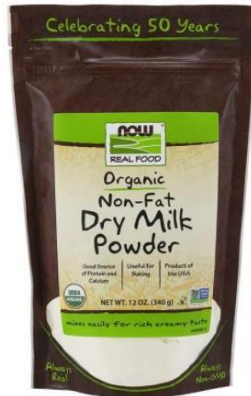
- Includes key essential minerals like magnesium to help support collagen production for stronger, more resilient bones.
- Product of USA.

**Ingredients:** Calcium Carbonate, Pregelatinized Corn Starch, Magnesium Oxide, Maltodextrin, Microcrystalline Cellulose. Contains <2% of: Blue 2 Lake, Cholecalciferol (Vit. D3), Croscarmellose Sodium, Cupric Sulfate, Magnesium Stearate, Manganese Sulfate, Polyethylene Glycol, Polyvinyl Alcohol, Red 40 Lake, Sodium Borate, Talc, Titanium Dioxide, Tocopherols (To Preserve Freshness), Yellow 6 Lake, Zinc Oxide.





## Organic Packaged Food In Thailand



### NOW Organic Non-Fat Dry Milk Powder

- Good source of protein and calcium.
  - Useful for baking.
- Mixes easily for rich creamy taste.
- Product of the USA.

**Ingredients:** Organic non-fat dry milk powder.



### Thai Organic Mixed Brown Rice

- A combination of Hom Mali and red brown rice.
- Contains Vitamin B groups and minerals which enhance metabolism.
- Long-term consumption promotes general wellbeing.
  - Product of Thailand.



## Herbal/Traditional Products and Dietary Supplement



### Brands Ca'ya

- Habbatus Sauda and Ginseng are traditionally trusted ingredients by generations.
- Habbatus Sauda helps to boost immune system and the overall well-being.
- Ginseng is clinically proven to reduce fatigue and provide energy.
- Plant-based.
- Product of Thailand.

**Ingredients:** Fructose, Apple Juice Concentrate, Grapefruit Juice Concentrate, Habbatus Sauda, American Ginseng, Licorice. Contains thickeners and acidity regulator as permitted food conditioner.

### Khaolaor Plukaow Extract Plus

- *Houttuynia cordata* Thunb, also called Plu Kaow in Thailand, is mainly touted for its high concentration of antioxidants, as well as its properties such as antiviral, antifungal, antibacterial, and inflammation - reducing property as well as other health benefits.
- Product of Thailand.

**Ingredients:** Plucaow extract, Beta Glucan from Yeast, L-ascorbic acid.





## Sports Nutrition Returns to Normal Growth



### OLIMP Blackweiler Shred

- Training booster and fat burner in one product.
- Product of Poland.

**Ingredients:** beta-alanine, L-arginine alpha-acetoglutarate, aroma, acidity regulating agent (citric, malic), thickener (gum arabic, xanthan gum, sodium carboxymethylcellulose), L-citrulphosphate, calcium citrate, sodium citrate, sodium citrate, sodium citrate, sodium citrate (Miq.) Matsum.), Lump preventants (silica), caffeine, cocoa extract (Theobroma cacao L.), ginger extract (Zingiber officinale Rosc.), Green tea extract (Camellia sinensis L.), sweetener (acesulfame K, sucralose), n. , black pepper extract (Piper nigrum L.), cayenne pepper extract (Capsicum annum L.), pyridoxine hydrochloride, thiamine hydrochloride, dye (carotenes).

### NOW Sports Nutrition, Pea Protein

- 24g Protein Per Serving: A non-GMO vegetable protein isolate that has 24 grams of easily-digested protein.
- With BCAAs: Each 1 scoop serving typically has over 4,200 mg of branched-chain amino acids (BCAAs) and over 2,000 mg of arginine.
- Product of USA.

**Ingredients:** Yellow Pea Protein Isolate, Cocoa Powder, Natural Flavours, Xylitol, Sea Salt, Organic Stevia Leaf Extract, Xanthan Gum, Stevia Leaf Extract (Rebaudioside A).





## References

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- Euromonitor International. (2021b). Herbal/Traditional Products in Thailand. Industry Report.
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