



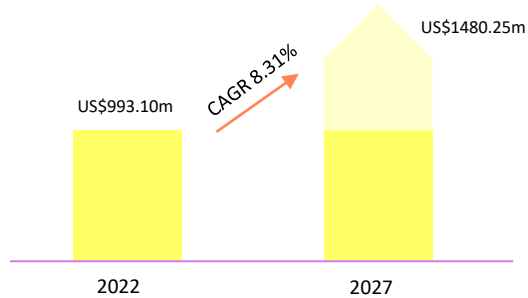
MARKET TRENDS IN THAILAND:  
SNACKS



KEY TRENDS

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### Thailand Snack Food Market (US\$)



#### + IN-SCOPE

- Potato chips
- Extruded and expanded snacks (e.g. Cheetos, Wotsits)
- Cookies and crackers
- Pretzels

- ▶ Volume is expected to amount to 195.4mkg by 2027 & is expected to show a volume growth of 5.2% in 2023.
- ▶ In relation to total population figures, per person revenues of US\$14.17 are generated in 2022, the average volume per person is expected to amount to 2.1kg in 2022.

## PROSPECTS AND OPPORTUNITIES



## HEALTHY SNACKS ON THE RISE



Increasingly **health-conscious consumers** in Thailand will cause a growth in demand for **fruit snacks** over the forecast period (2017-2022).

Consumers are likely to choose 'dried fruit' as a healthier snack options as they become more concerned about the **nutrition** and **quality** of the food they eat.



Sources: Euromonitor International, 2022a

### Healthy and indulgent snacks...

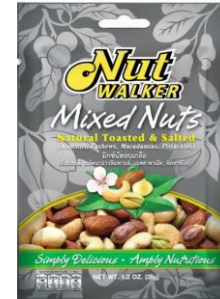
- ▶ Focusing on both health and indulgence, snacks from award winning MUNCHHH brand from Thailand is **lower in calories and fat** and **higher in protein and fibre** in comparison to other potato chips.



*"The key is to not to sacrifice health benefits with taste, all products are packed full of both flavour and nutrients, so as to ensure that every calorie from every bite is worth it"* – Norawee Bussadeegarn, Founder of MUNCHHH.

Sources: Bakery and Snacks, 2022

## MARKET EXAMPLES



### NUT WALKER, Salt-baked Mixed Nuts, Natural Toasted & Salted

- Consists of with quality, all natural nuts like almonds, cashew nuts, macadamias, and pistachios. No preservatives & **enriched with proteins** and other **minerals**.
- Aromatic, simply delicious, adequately nutritious
- Product of Thailand

**Ingredients:** Almonds (34.6%), Cashew Nut (29.6%), Pistachio (17.6%), Macadamia (16.6%), Salt (1.5%), Maltodextrin (0.1%).

## HEALTHY SNACKS ON THE RISE



### NANAFRUIT Premium Dried Fruit Snack

- Snack more healthily now with Nana Fruit! They are **100% real fruit** freshly picked from farms in Thailand. Most of Nana Fruit products has **no sugar** added except strawberry & mango and all of them are gluten-free.
- Nana Fruit aims to bring local Thai fruits to the global market. Their dried fruit products made with premium ingredients, selected from local farms together with an advanced dehydration technology that is known for “Premium quality dried fruit” which is good for both physical and mental health.
- Nana Fruit products are delicious and taste exactly like real fruit. They are suitable as snacks or even as additions to meals such as cereal or healthy meals. They are suitable for consumers who are aware and concerned about their health.
- Varieties: Dehydrated Banana, Dehydrated Nam Dok Mai Mango, Dehydrated Strawberry, Dehydrated Dragon Fruit.
- Product of Thailand

## HEALTHY SNACKS ON THE RISE



### GreenDay Crispy Snack Chips

- Using only the freshest and best quality products, it capitalizes on break-through food technology to create a range of ethically produced natural snacks at its best.
- Through vacuum frying, freeze-drying and gently air crisp under low heat process, **100% of the nutrition remains** intact in the fruits and vegetables. All preservative-free, all-natural and a delicious guilt-free indulgence for the whole family to enjoy.
- The best meal of the day always begin with this refreshing, colorful pack that combines 5 different fruits. The perfect combination of sweet potato, taro, banana, jackfruit & pineapple brings out the best in fruits chips to you as a refreshing treat to warm up your wonderful day. It's a nutritious way to deliver a variety of tastes and ingredient combinations to satisfy your sweet tooth!
- Varieties: Mixed Fruit Chips, Mixed Veggie Chips, Crispy Strawberry Mixed Crispy Banana, Okra Chips, Jackfruit Chips, Crispy Banana, Crispy Strawberry, Onion Chips.
- Product of Thailand.

**Ingredients for Mixed Fruit Chips:** Sweet Potato, Taro, Banana, Jackfruit, Pineapple, Rice Bran Oil, Seasoning, Sugar, Maltodextrin, Salt.

## SEAWEED SNACKS GAINING INTEREST

Seaweed snacks has now joined the list of staple foods in Thailand where the top two brands **Tao Kae Noi** and **Masita** being a hit during the year of 2021-2022.



In 2019, Tao Kae Noi processed **3.5 million pounds** of raw seaweed and distributed the snacks to **37 countries** and territories across six continents.

*Source: Euromonitor International, 2021b & Tao Kae Noi USA, 2020*

### # Driving factors of seaweed snacks market..

- ▶ Increasing trend in consuming healthy and nutritious food
- ▶ Consumer demand for ready-made snacks

### # Benefits..

- ▶ Rich in iodine, potassium, calcium, amino acids, antioxidants, iron, magnesium and vitamin A, B, E, and K.



### TAO KAE NOI Crispy Seaweed Snack

- "TAO KAE NOI", the Japanese Crispy Seaweed is manufactured with state-of-the-art technology and finest quality machinery. The process ensures the highest standard of hygiene and freshness whilst preserving crispiness and natural taste.
- Packed full of goodness, you can have the seaweed anywhere, any time, whether at play, at work, at the cinema, or while you are traveling.
- Varieties: Original, Hot & Spicy, Wasabi, Tomyam Flavour
- Product of Thailand

**Ingredients for Original Flavour:** Seaweed (85%), Palm Oil (Contains Antioxidant E321), Salt, White Pepper Powder, Flavour Enhancer (E631, E627).

## SEAWEED SNACKS GAINING INTEREST



### Masita Seaweed Snack

- High-quality raw materials. Processed with superior technique results in an unbeatable product quality.
- Spicy Korean seaweed snack made from finest Korean seaweed healthy snack; contains sesame oil, rich in many benefits.
- Varieties: Original, Spicy, Spicy Korean BBQ, Tomyam Flavour.
- Product of Thailand.

**Ingredients for Spicy Flavour:** Dried Seaweed, Palm Oil, Spicy Seasoning, Sesame Oil, Iodized Salt.



## SEAWEED SNACKS GAINING INTEREST



### Tao Kae Noi Thai Hi-Tempura Crispy Seaweed with Tempura Batter Coating

- Tao Kae Noi Tempura Seaweed is one of the brand's most well-known products. Selected high quality, fresh seaweed and the best wheat flour to create its own special recipe.
- Seaweed is grilled in suitable temperature to maintain its quality as well as the nutrient; it is then coated with our unique sauce ensuring the greatest smell and taste. Super crisp, all flavours are best served as snack with your favourite drink.
- Varieties: Original, Spicy, Smoked BBQ
- Product of Thailand

**Ingredients for Original Flavour:** Wheat Flour (35.2%), Seaweed (25%), Modified Tapioca Starch (23.6%), Palm Oil, Egg White Powder, Salt, Sugar, Hydrolysed Soy Protein, White Pepper Powder, Garlic Powder, Flavour Enhancers E627, E631.



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