

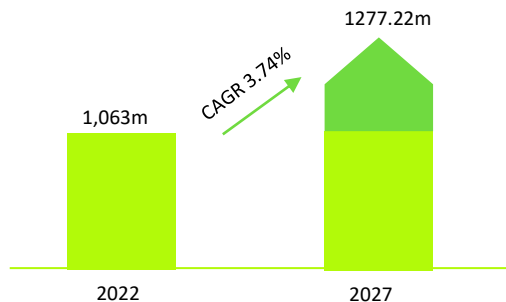


MARKET TRENDS IN THAILAND: OILS & FATS



KEY TRENDS

Thailand Oils & Fats Market (US\$)



+ IN-SCOPE

- Butter
- Margarine
- Edible oils
- Edible animal fats

Most recent update: Jul 2022



- ▶ Volume is expected to amount to 213.4mkg by 2027 & is expected to show a volume growth of 2.5% in 2023.
- ▶ In relation to total population figures, per person revenues of US\$15.16 are generated in 2022, the average volume per person is expected to amount to 2.8kg in 2022.

Source: Statista, 2022

PROSPECTS AND OPPORTUNITIES

NATURALLY HEALTHY, FUNCTIONAL BENEFITS
& ORGANIC CLAIMS



OVERCOMING THE TRANS FAT PROBLEM



GOODNESS OF ORYZANOL



NATURALLY HEALTHY, FUNCTIONAL BENEFITS & ORGANIC CLAIMS

84% of Thai consumers said
“health is my top priority”

While, among millennials aged between 25-34,

28% rely on products with added nutritional benefits to balance out their indulgence intake

34% of consumers in the same group seek out the latest information on health and nutrition information.



More than 92%
of Thai consumers were
aware of organic
agriculture but had little
knowledge about it.

Source: Kongsom, & Kongsom, 2016

More than 60%
of Thai consumers knew
that organic agriculture
production and processing
does not allow the use of
chemicals.



This trend has been provoked by consumers' changing cooking behaviours and desire to become healthier, with many now seeking products that contain greater nutritional value. Naturally healthy and functional benefits are likely to be key product development strategies amongst edible oil players in the next few years.

Source: Euromonitor International., 2021



NATURALLY HEALTHY, FUNCTIONAL BENEFITS & ORGANIC CLAIMS



Cook Soybean Oil

- 100% Refined Soybean Oil with Omega 3 (Alpha-Linolenic Acid)
- Omega 3 - helps nourish brain.
- Good for lowering cholesterol
- No antioxidants. The quality of fresh oil is kept by a process of pure nitrogen.
- Product of Thailand



Decoco Coconut Cooking Oil

- Virgin Coconut Oil is 100% natural, yellowish, odourless, smoke-free.
- Contains high saturated fatty acids.
- It will not cause transforming fat into trans-fat which is the main cause of heart disease, stroke and cancer.
- Product of Thailand

Ingredients: 100% Natural Coconut Cooking Oil.

NATURALLY HEALTHY, FUNCTIONAL BENEFITS & ORGANIC CLAIMS



Naturel Spread Butter

- Exclusively in Thailand



Kewpie Mayonnaise Mild Type

- Best suited for spread or filling in sandwich.
- Also good with Japanese foods and use as a dip for fried or grilled foods as well.
- No msg added, no artificial colour and no preservatives.
- Product of Thailand

Ingredients: Soybean oil 74%, Eggs 12%, Sugar 6%, Vinegar 4%



Le Gall Organic Artisanal Churned Butter, Slightly Salted

- Le Gall butter is made from selected organic fresh cream from the French Brittany region. The cream slowly matured for 15 hours, then churned in a traditional wood barrel, yielding supremely creamy, distinctive flavour butter. Perfect on a piece of freshly baked sourdough. Always 100% natural, without any food colourings or preservatives.
- Product of France

Ingredients: Organic cream, Guérande salt.

OVERCOMING THE TRANS FAT PROBLEM

Trans fatty acids (TFAs) are unhealthy nutrients consumed worldwide.



- ✗ No known health benefits
- ✗ Linked to an increase in low-density lipoprotein (LDL)
- ✗ Higher risk of cardiovascular disease and other noncommunicable diseases (NCDs)



TFAs constituted 15–43% of the total weight of margarine and shortening with partially hydrogenated oils (PHOs).

The use of PHOs in food preparation and processing can lead to higher TFA content in food items, such as baked goods.



To eliminate TFAs from the food supply, the government of Thailand **imposed a ban on partially hydrogenated oils (PHOs) in 2018**

OVERCOMING THE TRANS FAT PROBLEM



Healthy Chef Soybean Oil

- 0g Trans fat per serving
- It provides good source of omega 3 & 6 which helps reduce blood pressure and good for heart health.
- It is no secret that techniques like sauteing and frying are a chef's best friend. Almost anything tastes better once it cooked with soybean oil.
- High Vitamin E with Antioxidant
- No Crystal , No Cholesterol, No preservatives

Ingredients: 100% Soybean Oil



Butter No-Stick Cooking Spray

- Adds rich, butter flavor to your foods.
- For Fat Free Cooking*
- 0g Trans Fat Per Serving*
- Product of USA

Ingredients: Canola Oil*, Soy Lecithin, Natural And Artificial Flavour, **Dimethyl Silicone**, **Beta Carotene**, Propellant.

*Adds A Trivial Amount Of Fat

Antifoaming
Agent

For Colour

OVERCOMING THE TRANS FAT PROBLEM



Blue Band Margarine Original

- Premium margarine made from high-quality ingredients. No partially hydrogenated oils, hence no trans fat.

Ingredients: Palm Oil 68%, Coconut Oil 15%, Iodized Salt 2%, Lecithin, Mono- and di-glycerides of fatty acids, **Citric Acid**, Trisodium citrate, Calcium Disodium EDTA, **Beta Carotene**, Nature-identical flavour added.

Acidity
Regulator



Zest Gold Margarine Fresh Butter Flavour Formula

- No partially hydrogenated oil that is the main source of trans fat.
- Product of Thailand

OVERCOMING THE TRANS FAT PROBLEM



Zest Brand Shortening

- High quality of shortening made from refined palm fat from pericarp and kernel.
- It gives a great fluffy and white decorating cream which is easy for color mixing.
- Free from partially hydrogenated oils hence contains no trans fat
- Product of Thailand

Ingredients: Refined Palm Oil From Pericarp 75%, Refined Palm Kernel Oil 25%, Emulsifier (INS 471, INS 475), Antioxidant (INS 319).

GOODNESS OF ORYZANOL



Source: Euromonitor International, 2021

- γ -Oryzanol (OZ), abundant in rice bran oil, has gained attention due to its physiological characteristics (e.g., lowering the bad cholesterol, improving the overall lipid profile) and is considered to have beneficial effects towards cardiovascular disease.



Sources: Rohman, 2014; Kobayashi et al., 2019



GOODNESS OF ORYZANOL



King Rice Bran Oil

- Produced from rice bran and rice germ, the most nutritious part of brown rice.
- Rich in micronutrients and natural antioxidants such as Oryzanol, Phytosterols and Vitamin E.
- First vegetable oil manufacturer to have been awarded as one of the heart-friendly cooking oils from the “Thai Food Good Heart” project.
- Product of Thailand

Ingredients: 100% Pure Rice Bran Oil.

GOODNESS OF ORYZANOL



MH Food Rice Bran Oil

- Contains Oryzanol
- High Smoke Point
- Subtle Taste
- Suitable for Frying, Baking & Salads
- Heart Friendly
- Lowers Cholesterol
- Product of Thailand

Ingredients: 100% Rice Bran Oil.



Yok Extra 100% Rice Bran Oil

- Rich in natural vitamins and antioxidants. These include oryzanol 4,000 ppm, phytosterols 15,000 ppm, and 2 groups of vitamin E, tocopherols and tocotrienols.
- Product of Thailand

Ingredients: 100% Rice Bran Oil.



To know more about the featured ingredients in this market trends report as well as how you can create better food products for your consumers, contact our Food & Beverage Intelligence (FBI) team.

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