



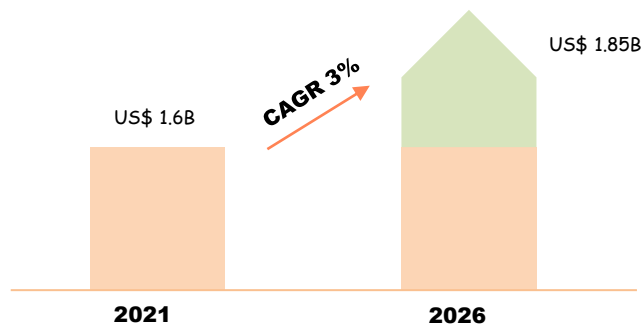
## MARKET TRENDS IN THAILAND: BAKERY



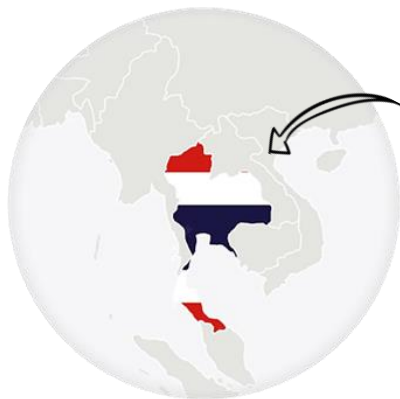
## MARKET OVERVIEW & KEY TRENDS

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### Thailand Bakery & Cereals Market (US\$), 2021-2026



Source: Global Data, 2022



Bakery products has expected to have a positive growth in Thailand during the period of 2022 to 2028.

In addition, Thailand is projected to be a highly strategic location to cater bakery products for the Asian market.

Source: Precision Business Insights, 2021

### Favourite Bakery Products Amongst Thai Consumers, 2022



Source: Pornnapa & Tharnupat, 2022

## KEY PROSPECTS AND OPPORTUNITIES



**FLEXIBLE PACKAGING**



**HEALTHY & NUTRITIOUS BAKED  
GOODS**



**CRAZY FOR CROISSANTS**

## FLEXIBLE PACKAGING

In Thailand, flexible packaging is the most used pack material for bakery products!

Source: Global Data, 2022

### FLEXIBLE PACKAGING



PAPER BAGS



POUCH BAGS



WRAPPERS

Source: Processed Food Industry, 2020

In keeping with the government's plan to gradually phase out plastic packaging, the Thai Packaging Association stated that Thailand's packaging and printing industries are shifting away from plastics and utilizing more on bio-flexible materials.

Source: Research and Market, 2022



• • • •  
• • •  
• • •

Sept  
2021

Aug  
2021

June  
2021

### Competitive Landscape

## Thai Flexible Packaging Market

### THAI UNION GRAPHIC CO. LTD

Thai Union Graphic Co. Ltd. had signed an MOU to launch a new joint venture with Starflex PCL, a vendor in manufacturing and distributing high-quality flexible packaging.



### BG CONTAINER GLASS (BGC)

One of the largest glass container manufacturers of Thailand seeking a new business opportunities, especially in the laminated flexible packaging market in Thailand and plan to exports to oversea.



### AMCOR

Amcor launched ACT2100, a heat seal coating for medical-grade DuPont Tyvek2 and paper packaging applications. The technology is aimed to advance the seal range of the company, offering increased flexibility that can be applied for packaging.



Source: Research and Market, 2022



## FLEXIBLE PACKAGING



**MBA Garlic Crispy Bread**

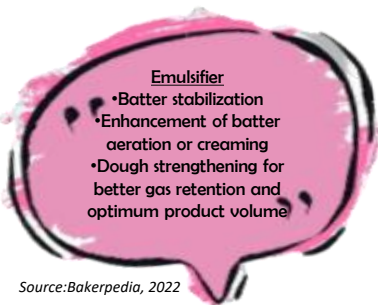
- Crispy bread with a delicious butter flavour
  - **Product of Thailand**



**Farmhouse Slice Border Bread**

- White bread with a sliced border is just tasty as freshly baked.
  - Comes with a clip for you to keep it fresh
  - **Product of Thailand**

## FLEXIBLE PACKAGING



Bissin Assorted Butter Coconut Biscuits

- 18 sachets per packed
- 3 flavours (chocolate, original, orange)
- **Product of Thailand**

**Ingredients:** Wheat Flour 39.25%, Sugar 28.50%, Palm Shortening 15.73%, Coconut Oil 5.89%, Desiccated Coconut 4.03%, Butter Blends 0.68%, Raising Agent (INS500(ii), INS 503(ii)), Flour Treatment Agent (INS 223), **Emulsifier** (INS322(i)), Artificial Colour (INS160a(i), INS124), Artificial Flavour Added.



Shears J-Deli Crispy Brownie Chocolate

- Crispy Brownies available in 3 flavors in 20g / pack - Chocolate Green tea, Coffee
- No flour (uses pure almonds), No sugar (uses stevia), No additives, No Preservatives LOW calorie Diabetic friendly
  - Supports Keto Diet!
  - **Product of Thailand**

## FLEXIBLE PACKAGING



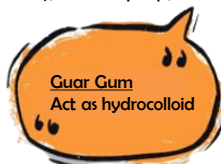
### Favourite Day Bakery Iced Lemon Sliced Cake

- Lemon sliced cake features a sweet flavor with yummy icing
- **Made in Minneapolis**



Source: Bakerpedia, 2022

**Ingredients:** Cake: Enriched Wheat Flour (Wheat Flour, Niacin, Reduced Iron, Thiamine Mononitrate, Riboflavin, Folic Acid), Sugar, Soybean Oil, Eggs, Water, Buttermilk (Cultured Low-fat Milk, Nonfat Milk), Butter (Cream, Natural Flavor), Lemon Zest (Lemon Peel, Sugar, Lemon Oil), Natural Flavor, Leavening (Baking Soda, Sodium Acid Pyrophosphate, Monocalcium Phosphate), Food Starch-Modified, Dry Whole Milk, Whey, Concentrated Lemon Juice, Salt, **Soy Lecithin**, Lime Puree (Concentrated Lime Juice, Water, Lime Pulp, Lime Oil, Lime Peel), **Xanthan Gum**, **Citric Acid**, Cellulose Gum, **Beta-Carotene** (Color). Icing: Icing Sugar (Sugar, Cornstarch), Lemon Juice, Palm Oil Shortening, Butter (Cream, Natural Flavor), Corn Syrup, **Guar Gum**, Mono- And Diglycerides, Natural Flavor.



Source: Bakerpedia, 2022



## FLEXIBLE PACKAGING



**Thai Custard Filled Donut Cake**

- Texture of cake is soft with the sweet unique scent from the Thai custard filling.
  - **Made in Thailand**



**DEWBERRY Puff Cake with Fillings**

- A puff cake with a delicious jam filling gives a soft and smooth texture of cake and a rich indulgent cream. With a flexible packaging, it is the perfect-fit in your pocket and value-for-money.
  - **Made in Thailand**

## HEALTHY & NUTRITIOUS BAKED GOODS

Thai consumers have exhibited a shift towards better-quality baked goods such as products containing grains, vitamins, fruit, and vegetables. Wholewheat bread has become increasingly popular among baked goods due to its nutritional advantages (such as high fiber content) and suitability as a breakfast food.

Source: Euromonitor International, 2021



“According to a consumer behavior study in Thailand, consumers are attracted to buy bakery products based on their composition, higher nutritional value, and prefer whole grains which are more nutritious.”

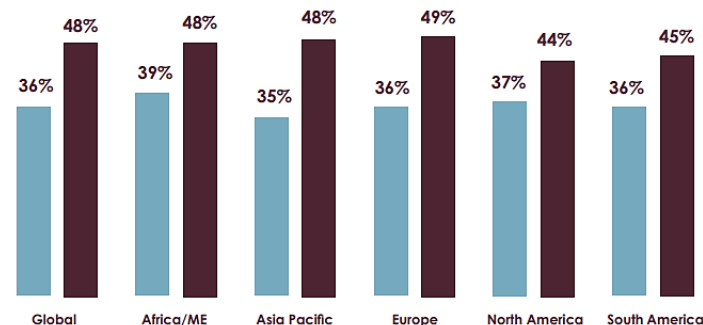
Source: Pornnapa & Tharnupat, 2022



### PROTEIN EVERYWHERE

What kind of format do you like to see high-protein snack products? (2021)

■ Cake/muffins ■ Cookies/biscuits



Source: FI Global Insight, 2022

### PLANT-BASED

In Thailand, many manufacturers now use plant-based proteins such as those found in chickpea, fava bean, mushrooms, and barley instead of soy, corn, and wheat as the main ingredients in plant-based foods.

### ORGANIC

Consumer preferences for healthy and organic products have boosted the sales of organic bakery such as cookies, biscuits, bread, and cakes as they consist of protein, dietary fibre, calcium, and other minerals along with being free from any synthetic chemicals and preservatives

Source: Puranabhandu, 2022 & Fortune Business Insights, 2021

## HEALTHY & NUTRITIOUS BAKED GOODS



### Oroweat Whole Grains 100% Whole Wheat Bread

- Oroweat Whole Grains 100% Whole Wheat Bread is free from artificial preservatives, colours & flavours
- Baked with the finest ingredients giving you the nutrition you feel good about along with a rich taste you'll love!
- Support digestive health
- **Product of LA**

**Ingredients:** Whole Wheat Flour, Water, Bulgur Wheat, Sugar, Vegetable Oil (Soybean), Wheat Gluten, Honey, Yeast, Whole Wheat, Cultured Wheat Flour, Sea Salt, **Soy Lecithin**, Grain Vinegar, Natural Flavors, **Citric Acid**, Soy, Whey.

#### Citric Acid

•Natural preservative or to add an acidic or sour taste to food and baked products.

Source: Bakerpedia, 2022

#### Soy Lecithin

- Finer crumb grain
- Greater loaf volume
- Better gluten stability
- Better emulsification of fats

Source: Bakerpedia, 2022

## HEALTHY & NUTRITIOUS BAKED GOODS



### KAfer HOUSE Purple Sweet Potato Bread

- Healthy, soft, delicious, fresh vegan bread "Today, let's get to know vegan bread. Let's go with ours!!!
- No butter, milk, eggs
- No Preservatives, No bleach, No chemicals,
- Vegetarian friendly
- **Made in Thailand**



**Rice flour**  
Improve performance  
in gluten-free baked  
goods



### Sunbite Multi Grain Biscuits Original Flavour

- Original Flavour Crispy Biscuits, Sunbite Brand, crispy pastries made from high-quality grains.
- **Made in Thailand**

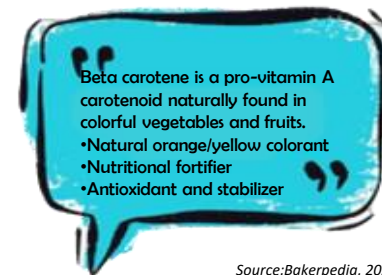
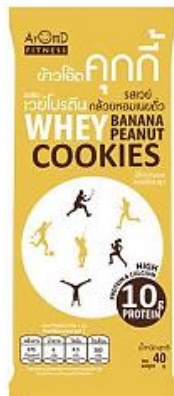
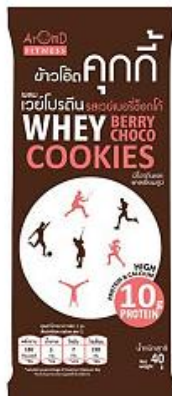
**Ingredients:** Whole Corn (34.1%), **Sunflower Oil**, Canola Oil, Whole Wheat (16%), **Rice Flour** (12.3%), Oat Flour (9.9%), Sugar, Salt, **Lysine**, **Maltodextrin**.



**Maltodextrin**  
•Bulking agents  
•Carriers for flavors  
•Sweetness reducers

Source: Bakerpedia, 2022

## HEALTHY & NUTRITIOUS BAKED GOODS



### AROM-D Whey Oat Cookie for Protein & Energy Boost

- AROM-D Whey Oat Cookie is suitable for those who want to have a protein and energy boost, especially before and during exercise.
- Supported by the Thai Government
- High-quality and easily digestible protein (**Whey protein**)
- Source of iron and dietary fiber, and low cholesterol
- **Made in Thailand**

### AROM-D Lean Oat Cookies Carrot & Pumpkin

- AROM-D Carrot & Pumpkin Oat Cookies - Carrots, pumpkins oat are main ingredients that consist of **Beta-carotene (pro-vitamin A)**.
- More flavour from cinnamon, no flour added.
- Sweetness of cookie come from sweetness of real ingredients.
- **Made in Thailand**

Source: Bakerpedia, 2022



## HEALTHY & NUTRITIOUS BAKED GOODS



### Better Bites Double Chocolate Chip Cake Bites

- Better Bites cake bites treats are Classroom Safe, totally **plant-based**, and free of the top 8 allergens (no eggs, no soy, no dairy, no gluten, no tree nuts, no peanuts, no fish, no shellfish)!
- **Product of USA**

**Ingredients:** Filtered Water, Chocolate (Sugar, Natural Chocolate Liquor (Non-Alcoholic), Non-Dairy Cocoa Butter), Brown Sugar, Sugar, **Rice Flour**, Canola Oil, Tapioca Flour, Cocoa Powder Processed With Alkali, Potato Starch, Chocolate Nonpareils (Cane Sugar, Corn Starch, Cocoa Powder Processed With Alkali, Confectioners Glaze, Carnauba Wax), Natural Flavor, Baking Powder (Monocalcium Phosphate, Potato Starch, Potassium Bicarbonate), Egg Replacer (Potato Starch, Tapioca Flour, Leavening (Calcium Lactate (Non-Dairy), **Calcium Carbonate**, Cream Of Tartar)), Baking Soda, Guar Gum, Salt, Coffee, **PGPR**.

**PGPR**  
Act as an emulsifier

**Calcium Carbonate**  
•Dough conditioner  
•Leavener  
•Yeast nutrient  
•Enhance nutritional value

## HEALTHY & NUTRITIOUS BAKED GOODS

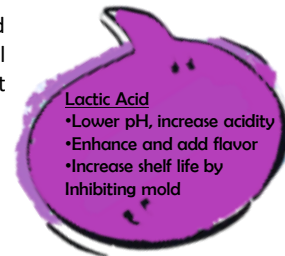


### Just Desserts Chocolate Midnight Cupcake

- Just Desserts Vegan Chocolate Cupcakes deliver a decadent and flavourful chocolate treat, without the dairy.
- Moist chocolate cake is topped with a dense chocolate icing. Made with ingredients such as vegan sugar and soy milk.
- **Product of USA**

**Ingredients:** Vegan Granulated Sugar, Vegan Powdered Sugar, Unbleached Flour (Wheat Flour, Malted Barley Flour, Niacin, Iron, Thiamin Mononitrate, Riboflavin, Folic Acid, Water, Canola Oil, Vegan Spread (Natural Oil Blend [Palm Fruit, Canola, And Olive Oils], Filtered Water, Pure Salt, Natural Flavor [No Msg, No Alcohol, No Gluten], Sunflower Lecithin, **Lactic Acid**, [Non-Dairy, Derived From Sugar Beets], Annatto Extract [Color], Cocoa (Processed With Alkali], Palm Oil, Soymilk (Filtered Water, Soybeans. Salt, Natural Flavor, Gellan Gum), Unsweetened Chocolate, Vinegar, Vanilla Extract (Water, Alcohol Vanilla Bean Extractives), Baking Soda, Salt.

Source: Bakerpedia, 2022



## CRAZY FOR CROISSANTS



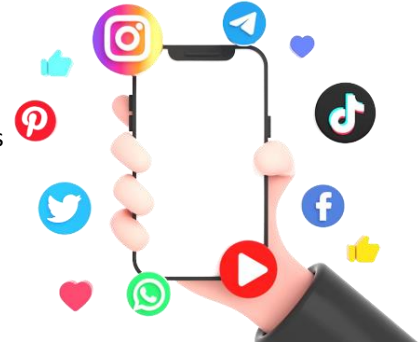
Some Thai people are willing to wait for hours for freshly-baked French crescent-shaped pastry called “croissants”. Today, croissants can be found in many bakery shops in Thailand with a variety of shapes and textures.

Dry, convenient, and easy to transport and can safely deliver through mail.



Croissant lovers in Thailand now have more flavour options to choose from than just the traditional chocolate or almond croissants found in French bakeries. There are green tea, truffle, Japanese curry, salted eggs, and even Carbonara croissant!

The craze for croissants among Thais has surged thanks to the power of social media. The marketplaces on Facebook and Instagram witnessed a growing number of bakery shops in Thailand.



## CRAZY FOR CROISSANTS



### M Bakehouse Butter Croissant

- Freshly baked croissant with a good butter flavour!
- **Made in Thailand**



### La Patis Croissants

- Known for snack boxes and catering, La Patis churns out lots of croissants.
- Their range includes the aromatic chocolate croissant (THB50 small/B75 large), the fruity raspberry croissant (THB55 small/THB85 large), and the mini matcha/green tea (THB55).
- **Made in Thailand**

## CRAZY FOR CROISSANTS



**James Boulangerie**

- Suburban-based James Boulangerie belongs in the rarefied air of the best croissant makers in the city, and for good reason. This French-style bakery and cafe was—and still is—on everybody’s lips because of its sought-after dark chocolate croissants (THB150), train croissants (THB95), and hard-to-find kouign-amann (puff pastry containing layers of butter and sugar, B80), which lure crowds to queue up as early as 8am.
- **Made in Thailand**



**Captain Squid Croissants**

- The cutely-named “Captain Squid” may sound like a certain Nickelodeon cartoon character, but Captain Squid makes real-deal, freshly baked French butter croissants daily. Go for the original butter croissant (THB50), or a salted egg lava croissant (THB79) if you want more umami out of your snack. For another savory treat, try the classic ham and cheese croissant (THB60) or a spinach cheese croissant (THB65).
- **Made in Thailand**



## CRAZY FOR CROISSANTS



### Favorite Day Gourmet Cinnamon Petite Croissants

- Freshly baked croissant with a good butter flavour
- **Made in Canada**

“  
Mono- And Diglycerides  
Act as an emulsifier  
”

**Ingredients:** Croissant (Enriched Wheat Flour [Wheat Flour, Niacin, Reduced Iron, Thiamine Mononitrate, Riboflavin, Folic Acid], Water, Margarine [Palm Oil, Canola Oil, Water, Sugar, Mono- And Diglycerides, Soy Lecithin, Citric Acid, Artificial Flavor, Vitamin A Palmitate, Vitamin D3, Beta-Carotene {Color}], Brown Sugar, Cinnamon, Yeast, Sugar, Modified Cornstarch, Invert Sugar, Canola Oil, Egg White, Salt, Egg, Malted Barley, Natural Flavor, **Calcium Propionate** [Preservative], **Mono- And Diglycerides**, Leavening Blend [Sodium Acid Pyrophosphate, **Sodium Bicarbonate**, Cornstarch, Monocalcium Phosphate, Calcium Sulfate], Sorbic Acid (Preservative), **Ascorbic Acid**, Enzyme), Yogurt Flavored Drizzle (Sugar, Palm Kernel Oil, Palm Oil, Milk, Cultured Skim Milk, Soy Lecithin, Salt), Glaze (Corn Syrup, Water, Sugar, Honey, Sodium Alginate, Citric Acid, Mono- And Diglycerides, Potassium Sorbate (Preservative), Sodium Benzoate (Preservative), Artificial Flavor, Agar, Pectin), Topping (Sugar, Carnauba Wax).

“  
Calcium Propionate  
Act as a preservatives  
”



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.

**Email:** [info@dpointernational.com](mailto:info@dpointernational.com)

**Web:** [www.dpointernational.com](http://www.dpointernational.com)



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