



MARKET TRENDS IN THAILAND: MEAT & SEAFOOD



MARKET OVERVIEW & KEY TRENDS

THAILAND FISH & SEAFOOD MARKET

Forecast Period (2022 – 2027)

CAGR 4.73%

2027
US\$9.19bn



IN-SCOPE

- Fresh & frozen fish
- Fresh & frozen seafood
- Processed fish & seafood

2022
US\$7.29bn



Source: Statista, 2022a



Thailand Meat Market (2022 – 2027)

CAGR 6.63%

2027
US\$11.84bn

2022
US\$8.59bn



IN-SCOPE

- Fresh Meat
- Processed Meat
- Meat Substitutes

Source: Statista, 2022b

KEY PROSPECTS AND OPPORTUNITIES

FROZEN MEAT & SEAFOOD

SHELF STABLE

ALTERNATIVE SEAFOOD/
PLANT-BASED MEAT



FROZEN MEAT & SEAFOOD

FROZEN FISH & SEAFOOD MARKET (2020 ~ 2027)



Source: Business Wire, 2022

- Consumer spending on frozen food spiked in **April 2021**
- The frozen seafood sales category witnessed a spike of **19.1%** through the first quarter of 2020 compared with the same period of 2019.

Source: Future Market Insights, 2022

Frozen fish and seafood products - stored in vacuum-tight compartments and at freezing temperatures ~ to **minimize** the growth of **unwanted microbes** and ensure **fresh, quality** products are delivered to the end-user.

DID YOU KNOW?



- Frozen fish and seafood are better than the fresh form.
- Freezing process of fish and seafood meat in modern industry is initiated to remain in its natural form.
- So that the freshness is intact and does not provide time for bacterial growth.

Source: Business Wire, 2022

FROZEN MEAT & SEAFOOD



Frozen Fried Fish Bar 200g

Ideal for use in Thai curries (Red, Green etc.), in barbecues, with noodles, hotpot or in Asian soup or soup noodle dishes.

Product of Thailand.

Ingredients:

Fish Fillet (*Priacanthus tayenus*, *Nemipterus* spp) 75%, Water, Tapioca Starch, Sugar, Salt, Spring Onions, Flavour Enhancers: E621, *Egg White Powder, Stabilisers: E450, E45

FROZEN MEAT & SEAFOOD



Frozen Thai Northern Style Sausage (Sai Oua/ Saioua)

Sai Oua or Northern Thai sausage or Chiang Mai sausage is the iconic grilled pork sausage from Northern Thailand. Mainly sold as a street food delicacy, Sai Oua contains minced pork meat, herbs, spices, and kaeng khua red curry paste.

It is usually eaten grilled with sticky rice or served as a snack or starter. What really separates Thai sausages from its western counterparts is the sheer variety of herbs and spices added to the sausage mix.

Product of Thailand.

Ingredients:

Pork (95%), Sugar, Salt, Soy Sauce, Glucose Fructose Syrup, Galangal, Lemongrass, Garlic, Coriander, Chilli, Kaffir Lime Leaves, White Pepper and Fish Sauce.

FROZEN MEAT & SEAFOOD



Chicken of the Sea Crispy Stuffed Shrimp Creamy Wonton

Wonton-crusted butterfly shrimp loaded with cream cheese includes plum dipping sauce.

Product of Thailand.

Ingredients:

Shrimp (shrimp, water, moisture retention [sodium tripolyphosphate, sodium hexametaphosphate, trisodium phosphate]), Cream Cheese (milk, cream, salt, carob bean gum, cheese culture), Water, Wheat Flour, Soybean Oil, Modified Tapioca Starch, Green Onion, Salt, Corn Flour, Sugar, Tapioca Starch, *Calcium Carbonate, Seasoning (onion, garlic, black pepper), Corn Starch, Rice Flour, Palm Oil, Maltodextrin, Soy Sauce Powder [soy sauce (soybean, wheat, salt), maltodextrin], *Xanthan Gum, *Dextrose, Acidity Regulators (citric acid, sodium acetate, acetic acid), Natural and Artificial Flavor (contains anchovy, coconut), *Vinegar Powder.
Plum Sauce (Sugar, Water, Fructose Syrup, Plum, Salt, Citric Acid, Guar Gum).

Contains Shrimp, Milk, Anchovy, Soy, Wheat, Coconut.

SHELF STABLE

Shelf-stable products provide a sustainable solution for the foodservice sector as well as retail market.

- Save the prep work
- Perfect for chowders, appetizers, salads & snacking



CP Foods emphasized on developing sustainable packaging design & management in accordance with circular economy principles



Extend shelf life of food → Prevent Food Waste



SHELF STABLE



Tuna Salad Cup Low Sodium

Perfect for any time of day, this grab-and-go option has everything you need for a quick and tasty snack.

Product of Thailand.

Ingredients:

Light tuna, Water, Sugar, Cucumber pickle, Modified food starch, Onion, Lemon black pepper, Mustard flour, ***Egg white powder**, ***Titanium dioxide (food color)**, Garlic powder, Onion powder, ***Xanthan gum**.



SHELF STABLE





Infusions Thai Chili Tuna

Spicy, savoury Thai chilies will definitely turn up the heat – even if you don't sit still long enough to enjoy a leisurely meal.

Product of Thailand.

Ingredients:

Skipjack Tuna, Extra Virgin Olive Oil, Water, Red Spur Chili, Garlic, Red Chili, Salt, ***Guar Gum**, Pepper Flavour (Rapeseed, Coconut)



Guar gum can be used as stabilizer, emulsifier and thickener in various food products

SHELF STABLE



Thai Red Curry with Mock Duck

Aromatic, creamy and full of flavorful spices like coriander, garlic and red curry, this Thai inspired dish is the perfect way to satisfy your craving for the exotic.

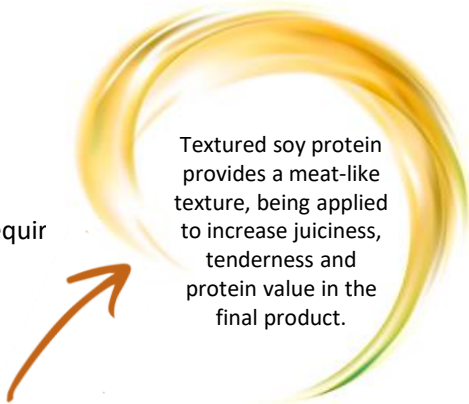
- Plant-Based
- Vegan
- 5g of Protein
- Gluten Free
- Non-GMO Ingredients
- Naturally Cholesterol Free
- Microwavable pouch: heat-and-eat in 60 seconds!
- Shelf-Stable – store in your pantry, no refrigeration required
- 10 oz. size – perfect for a quick and filling meal!

Product of Thailand.

Ingredients:

Coconut Milk (Coconut, Water), Bamboo Shoot, ***Textured Soy Protein**, Red Pepper, Onion, Red Chili, Red Curry Paste (Chili, Garlic, Lemongrass, Galangal, Shallot, Kaffir Lime, Mung Bean, Salt), Water, Coriander Powder, Ginger, Garlic, ***Corn Starch**, Vegetable Broth (Water, Peas, Carrot), Salt, Sugar, ***Xanthan Gum**.

Contains soy and coconut. No artificial preservatives.

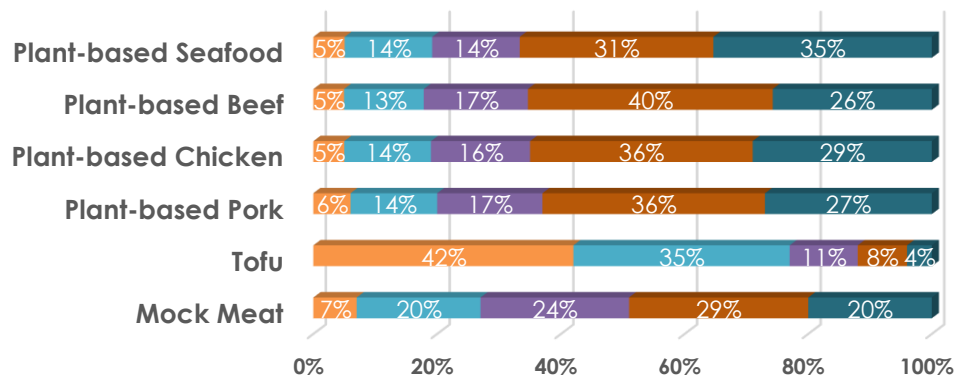


Textured soy protein provides a meat-like texture, being applied to increase juiciness, tenderness and protein value in the final product.

**DPO featured ingredients*

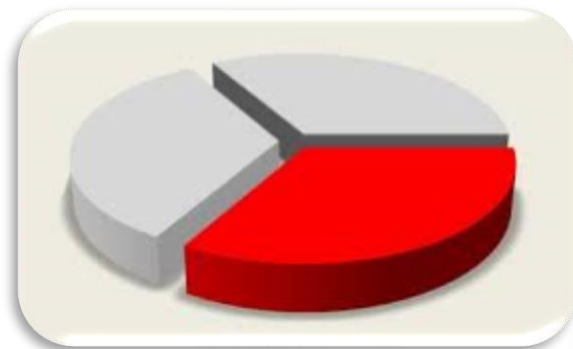
ALTERNATIVE SEAFOOD/PLANT-BASED MEAT

Cumulative Result of Consumer Behaviour Study in Asia for Alt Seafood: Aug 2022



- I eat it regularly
- I eat it occasionally
- I have tried it before, but do not eat it with any regularity
- I have heard of it, but never tried it
- I've never heard of it

Source: Good Food Institute Asia Pacific, 2022



68% of 1,000 Thais claim they include meat in their regular diets, but **1/3** claim to eat alternative diets, primarily vegetables



Vegan



Flexitarian



Vegetarian



Pescetarian

Source: Bangkok Post, 2022

ALTERNATIVE SEAFOOD/PLANT-BASED MEAT

Simply put, Shrimpish® is a culinary feat. It tastes and cooks like the real thing.

The genius is in the ingredients: green coconut, soy protein, and konjac — an amazing yam-like plant from Southeast Asia.

From the first bite, it's just like shrimp — that familiar mouthfeel and snap of texture.

Product of Thailand.

- 100% plant-based, Vegan ingredients
- 17% fewer Calories than cooked shrimp
- 300 mg omega-3 fatty acids per serving
- A great value-add ingredient for premium menu items
- 15-month frozen shelf life

shrimpish

A remarkable plant-based shrimp that perfectly recreates the cooking and eating experience of real shrimp.



Chicken of the Sea
Frozen Foods

 **Thai Union**



ALTERNATIVE SEAFOOD/PLANT-BASED MEAT



MORE MEAT® MINCED

Plant protein (More Meat Brand)

- ✓ Gluten Free
- ✓ Low Sodium
- ✓ High Fiber
- ✓ Contains Vitamin B12

Dietary fiber increases waste in the digestive tract, stimulates excretion.

Product of Thailand.

Allergen Information: Contains Soy

Ingredients:

Water, **Soy Protein*, Split Gill Mushroom, Rice Bran Oil, Coconut Oil, **Yeast Extract*, Beetroot Juice, Thickener(INS 461), **Natural Flavor*

ALTERNATIVE SEAFOOD/PLANT-BASED MEAT



MEAT ZERO PLANT-BASED SPICY CHICKEN BURGER WITH MAYO SAUCE

Plant-Tec Innovation is a technique for creating a meat-like flavor that allows Plant-based chicken burgers to have the same taste and texture as real meat while being cholesterol-free and high in protein and fiber. These whole grain rice berry buns with Plant-based chicken in Mayo sauce, topped with flax seeds and oats. Tasty & healthy easily by heating in microwave oven. New choice for Flexitarian.

Allergen Information: Contains Soybeans, Wheat Flour, Oats and Barley Products.

Product of Thailand.

Ingredients:

Burger buns [Whole Wheat, Rice-berry, Flaxseed, Oats, Yeast] (39.5%), ***Soy Protein** (21.5%), Mayo Sauce (17.5%), Flour (10.5%), Seasonings [Chilli, Pepper, Garlic Powder, ***Yeast Extract**] (6.5%), Breadcrumbs (3.5%), Soybean Oil (1%). Food Additives (INS1420, INS461, INS1442, INS1450, INS1412, INS1422, INS401, INS270, INS401, INS516, INS500(ii), INS450(i), INS450(iii), INS472e, INS415, INS460(i), INS471, INS170(i), INS412, INS466, INS385), Preservatives (INS282, INS202, INS211), Natural Color (INS160c(i)), Synthetic Color (INS102, INS110), ***Natural Identical Flavoring**.



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

Web: www.dpointernational.com



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THANK YOU