United States Department of Agriculture
Foreign Agricultural Service

GAIN
Global Agricultural Information Network

Required Report: Required - Public Distribution **Date:** January 02, 2023

Report Number: TH2022-0083

Report Name: Exporter Guide

Country: Thailand

Post: Bangkok

Report Category: Exporter Guide

Prepared By: Sukanya Sirikeratikul

Approved By: Eric Mullis

Report Highlights:

This guide serves as a resource for U.S. companies seeking to do business in Thailand and provides market overviews, practical tips and information on local business practices, consumer preferences, and trends. This report also identifies opportunities and entry approaches for the three major market sectors (food retail, food service, and food processing).

Market Fact Sheet: Thailand

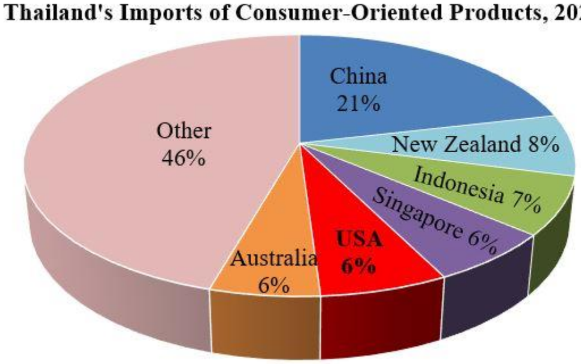
Executive Summary

Thailand is Southeast Asia's second largest economy with a 2021 gross domestic product of $506 billion. Thailand's economy continues to recover from the pandemic with the support of government stimulus programs and public health measures on vaccination programs. Thailand remains a strong agricultural competitor as it is the world's leading exporter of natural rubber, frozen shrimp, canned tuna, canned pineapples, cooked poultry, and cassava. Thailand is also a major exporter of sugar and rice. Thailand is the 18th largest export market for U.S. agricultural products, while the United States is the third largest supplier of agricultural products to Thailand, with a market share of 11 percent of total agricultural imports.

Imports of Consumer-Oriented Products

The United States was the 5th largest supplier of consumer-oriented products to Thailand in 2021 with exports valued at $445 million.

Thailand's Imports of Consumer-Oriented Products, 2021



Food Processing Industry

Thailand's food processing industry has developed rapidly and is one of the most developed in Southeast Asia. There are many medium-to-large food processors that produce high-value products for domestic and export markets. Thailand exported $34.6 billion in food products in 2021, whereas Thailand imported $3.2 billion in food ingredients. With rising demand for processed foods, Thai food processors must import large quantities of food ingredients that are not locally available.

Food Retail Industry

Higher domestic spending, exports, and a recovery in tourism have supported the Thai economy in 2022. The food and beverage industry is one of the biggest retail segments in Thailand. The country's economic growth, coupled with higher disposable incomes in the middle-income population, a greater propensity to spend, and a trend towards urbanization fueled the growth in the retail sector prior to the pandemic. Changes in the structure of Thai households and the pandemic have led to changes in how Thais eat with a rising demand for convenient ready-to-eat meals, healthy food products, and food delivery.

Quick Facts 2021

Imports of Consumer-Oriented Products: $7.0 billion

List of Top 10 Growth Products in Host Country

1) Dairy products
2) Spices
3) Seafood products
4) Food preparation
5) Fresh produce
6) Bakery products
7) Tree nuts
8) Wine and beer
9) Chilled/frozen beef
10) Healthy beverages

Food Industry by Channels (billion) 2021

Total Agricultural Exports:	$42.4
Total Agricultural Imports:	$20.6
Full-Service Restaurant Sales	$3.5
Food Delivery Sales	$2.5
Food and Drink E-commerce Sales	$0.5

Top Thailand Retailers

Supermarkets:
1) Central Food Retail
2) Gourmet Market
3) Villa Market
4) Foodland
5) UFM Fuji Super
6) MaxValu

Hypermarkets:
1) Lotus's
2) Big C

Cash and Carry
1) Makro

Convenience Stores:
1) 7-Eleven 2) Family Mart 3) Lawson 108

GDP/Population

Population *(millions)*: 69.95
GDP *(billions USD)*: $506 (as of 08/2022)
GDP per capita *(USD)*: $7,255 (as of 08/2022)

Strengths/Weaknesses/Opportunities/Challenges

Strengths: There is a strong food industry with well-established retail, food service, and food processing industries.	**Weakness:** A high level of local industry protection results in restrictive trade barriers for imported food and beverages.
Opportunities: Incomes are rising, and there is rapid urbanization. Urban Thai consumers are more willing to pay for premium food products.	**Challenges:** There are high import tariffs on U.S. food exports to Thailand.

Data and Information Sources: Euromonitor, Trade Data Monitor, LLC, Office of the National Economic and Social Development Board, World Bank, Kasikorn Research, and Industry Estimates

Section I. Market Overview

Thailand, with a population of nearly 70 million, is Southeast Asia's second largest economy with a gross domestic product (GDP) of $506 billion in 2021. The National Food Institute reported that the value of Thai food exports was $34.6 billion in 2021, an increase of 12 percent from 2020. Agricultural and food exports account for 17 percent of total Thai exports. Thailand remains a strong agricultural competitor as the world's leading exporter of natural rubber, frozen shrimp, canned tuna, canned pineapples, cooked poultry, and cassava. Thailand is also a major exporter of sugar and rice. The National Economic and Social Development Council expects the Thai economy to expand between 2.7 and 3.2 percent in 2022. The recovery in domestic demand and tourism along with improvements in the agricultural sector are key drivers of the economic growth seen in 2022. Tourism is one of the largest contributors to the Thai economy and continues to recover despite there being fewer tourists than pre-pandemic levels. Thailand recorded 10.3 million arrivals of international tourists in 2022, and the Tourism Authority of Thailand expects the number of international tourists to reach 20 million in 2023, approximately 50 percent from the 40 million that arrived before the pandemic in 2019.

Thailand imported a total of $11 billion in consumer-oriented and seafood products. The top five imported products were seafood, dairy products, soup and other food preparations, processed vegetables, and fresh fruits. China, Vietnam, Indonesia, the United States, and New Zealand are the largest food and beverage suppliers to Thailand. Thailand is the 18th largest export market for U.S. agricultural products. In 2021, the value of U.S. consumer oriented agri-food exports to Thailand was $445 million, while the total value of U.S. imports of these products from Thailand was $2.3 billion.

Table 1: U.S.-Thai Trade of Consumer Oriented Agricultural Products					
(million; $ per year)	**2017**	**2018**	**2019**	**2020**	**2021**
U.S. Imports from Thailand	1,633	1,731	1,789	2,004	2,280
U.S. Exports to Thailand	393	428	483	466	445
Trade Balance	-1,240	-1,303	-1,306	-1,538	-1,834

Source: Trade Data Monitor, LLC and USDA Foreign Agricultural Service – Bangkok, Thailand

Table 2: Change in Thai Food Import Mix from the United States					
(million; $ per year)	**2017**	**2018**	**2019**	**2020**	**2021**
Bulk and Intermediate	**1,430**	**1,860**	**1,557**	**1,267**	**1,356**
Share of Imports	69%	73%	70%	71%	71%
Consumer Oriented	**393**	**428**	**483**	**466**	**445**
Share of Imports	19%	17%	22%	21%	23%
Edible Fishery	**242**	**261**	**187**	**178**	**112**
Share of Imports	12%	10%	8%	8%	6%
Total	**2,065**	**2,549**	**2,227**	**1,911**	**1,914**

Source: Trade Data Monitor, LLC and USDA Foreign Agricultural Service – Bangkok, Thailand

Thailand currently has free trade agreements with the Association of Southeast Asian Nation countries (ASEAN), Australia-New Zealand, China, India, Japan, Peru, South Korea, and Chile. Thailand is in negotiations for bilateral free trade arrangements with the European Union (EU), Pakistan, Sri Lanka, and Turkey. On November 15, 2020, Thailand, which is an ASEAN member, officially signed the Regional Comprehensive Economic Partnership (RCEP) agreement with five other countries in the Asia Pacific region, consisting of Australia, China, Japan, New Zealand, and South Korea. The free trade agreement will go into effect in January 2022. (More information is available in the report "The Impact of RCEP on US Agricultural Exports to Thailand")

Table3: Thailand's Free Trade Agreements

Country	Trade Agreement Effective Date	Country	Trade Agreement Effective Date
Thailand-Australia	January 1, 2005	Thailand-New Zealand	July 1, 2005
Thailand-Japan	November 1, 2007	Thailand-India	September 1, 2004
Thailand-Peru	December 31, 2011	Thailand-Chile	November 5, 2015
ASEAN-China	October 1, 2003	ASEAN-Korea	January 1, 2010
ASEAN-Australia-New Zealand	March 12, 2010	ASEAN-India	January 1, 2010
ASEAN-Japan	June 1, 2009	ASEAN Free Trade Area (AFTA)	January 1, 2002-5 percent January 1, 2010–0 percent
ASEAN-Hong Kong, China Free Trade Agreement (AHKFTA)	June 11, 2019		

Duties on imported U.S. consumer-ready food products range between 30-60 percent. Tariffs on meats, fresh fruits and vegetables, and processed foods are equally high, even for items with little or no domestic production. For example, frozen potatoes are not produced in Thailand but face a tariff of 30 percent. The tariff on apples stands at 10 percent, while grapes and cherries tariffs are 30 and 40 percent, respectively.

Advantages	Challenges
Thais spend 28 percent of their total expenditures on food and beverages, and about 38 million middle-to-upper income consumers are eager to purchase imported food products.	Imports of some U.S. food products are currently subject to restrictive trade barriers, including high import tariffs, rigid food import procedures, and burdensome documentation requirements.
A dynamic and eager younger population (between ages of 15 and 34, representing 27 percent of the total population) is willing to try new products and is receptive to trends that fit their westernized lifestyles.	Free trade agreements with China, Australia, New Zealand, Chile, Japan, Korea, Peru, and India have made U.S. products less competitive especially for high-value consumer products such as meats, processed meat, wine, spirits, fresh fruits, frozen potatoes, and cheeses.
Urban Thais (52 percent of the population) increasingly spend more on imported food items and have become relatively brand conscious. They are changing their eating habits to accept more western style foods.	Local production is increasingly substituting imported food items. Locally produced snack foods, salad dressings, sauces, jams, and other processed foods are relatively inexpensive.
Increasing purchasing power of consumers in rural areas translates into more discretionary spending on non-traditional agricultural products.	Market penetration for imported products is mostly concentrated in Bangkok and major tourist-destination areas.
The Thai food processing industry is looking for new ingredients and shows a strong interest in importing healthy and functional food ingredients.	The oligopolistic nature of hypermarkets exerts some control over prices, while convenience stores prefer low priced locally or regionally sourced products.
Restaurants are offering more niche products to appeal to consumers with higher incomes by offering premium products.	Strong government protection on local agricultural products such as poultry and livestock products make it difficult for imported products to enter the market.

Section II. Exporter Business Tips

Market Research:

- It is essential to visit the market to conduct market research, especially for product testing, price comparisons, gauging competitors, and understanding consumer preferences.
- U.S. exporters should identify the best distribution channel (e.g., local importers, distributors, and retailers) and establish a good relationship with their representatives as they are very useful in facilitating and promoting exports of U.S. consumer-ready foods to Thailand.
- Insight and analysis from FAS's overseas offices on key market sector reports, market updates, and issues impacting U.S. agricultural trade are available at https://gain.fas.usda.gov.

Business Partners:

- U.S. exporters should work with a representative or agent who has or can get strong local connections with target customers (i.e., retailers, hotels, restaurants, and food processors), a good understanding of Thai food and agriculture regulations, and food import procedures.
- Networking with government officials and/or correct authorities can be the key to doing business successfully in Thailand.
- It is recommended for U.S. exporters to attend activities and events that help them learn about the market and introduce their products, such as trade missions organized by the State Regional Trade Associations (e.g., Food Export USA, the Western United States Trade Association, and the Southern United States Trade Association) as these organizations are working closely with FAS in Thailand and can provide reliable importer contacts and market opportunity updates.

Local Business Customs and Trends:

- Localize your products: adjust the product to local tastes, verify consumer preferences, and set a competitive price.
- Trade show participation is another way to raise awareness of your product and meet with prospective importers, retailers, and distributors. The three recommended trade shows in Thailand are Thaifex Anuga Asia (non-USDA endorsed trade show targeting products for retail and food service markets), Food Ingredients Asia (USDA endorsed trade show targeting products for food processing market), and VIV Asia (USDA endorsed trade show targeting animal feed products).
- Successful U.S. exporters must provide reliable product availability, consistent quality, technical support, and respond to inquiries within 24 hours.
- When introducing new products, several factors should be kept in mind. Middle to upper income Thai consumers have an aversion to low quality products and are attracted to branded products. They also tend to be image conscious. Existing brand loyalties are most likely to be replaced by new products that focus on good quality, better packaging, availability, promotions, and competitive prices.
- U.S. exporters can request a list of importers from FAS post at agbangkok@fas.usda.gov.

General Customer Tastes and Trends:

- Smaller households are driving the demand for smaller quantity packages and more emphasis on convenience foods, which require less time for preparation.
- There is an increasing trend of healthy food consumption among Thai consumers. Thais choose to purchase more healthy products that boost disease immunity. The demand for healthy and functional food and beverages, such as vitamin enriched drinking water, continues to grow since the pandemic.
- The COVID-19 health crisis continues to change the behavior of consumers and shaping new trends in the food and restaurant industry. Restaurants and retail stores are producing new products and

services that are based on the consumer trend towards health and wellness. Further information on market trends can be found in the Thailand's Food and Restaurant Trends in 2022 report.

- The rapid growth of food delivery applications during the pandemic contributed to the emergence of one big food trend: ghost restaurants (cloud kitchen), which are food outlets that are set up only for delivery service without a physical store and dining area. More information can be found in the report Thailand Online Food Delivery Market.
- On-going urbanization encourages Thai consumers to adopt lifestyles on convenience and speed, which lead to stronger sales of ready-to-eat and ready-to-cook meals.
- Thais are increasingly getting food related information including brands, new trends, nutritional information, and restaurant information through online searches, social media, bloggers, and influencers.

Section III. Import Food Standards & Regulations/Import Procedure

The most recent Food and Agricultural Import Regulations and Standards report for Thailand contains information on food laws, labeling requirements, food additive regulations, pesticide and other contaminants, import procedures, and other key regulations, requirements and specific standards. The report is available on the internet at http://gain.fas.usda.gov. Contact the Foreign Agricultural Service at the U.S. Embassy, Bangkok (agbangkok@fas.usda.gov) with any questions on issues such as standards, tariffs, regulations, labeling or other concerns.

Section IV. Market Sector Structure & Trends

Thailand's consumer market is relatively mature with a high potential for future growth due to the country's growing economy, on-going urbanization, and growing middle class. Household income in Thailand has increased rapidly over the past decade in line with urbanization. Consumer disposable incomes continue to rise supporting spending on consumer goods, including food and beverage products. The expenditure on food and non-alcohol beverages is the largest spending category for Thai consumers. In 2021, Thai consumer expenditures on food and non-alcohol beverages per capita was $1,028 (28 percent of total consumer expenditures), which ranks third in Southeast Asia ($1,737 for Malaysia and $1,893 for Singapore) and per capita disposable income was $3,758.

Retail Sector

Thailand's economic growth and a trend towards urbanization, coupled with a growing young, middle-income population with higher disposable incomes and a greater propensity to spend, are driving the growth of the Thai retail industry, especially in food and beverage sales. The value of packaged foods sold in 2021 was $15.67 billion, a slight increase from $15.48 billion in 2020. The pandemic and changes in the structure of Thai households have led to changes in how Thais eat with a rising demand for convenient ready-to-eat meals, healthy food products, and food delivery. Consumer demand is expanding and diversifying, and retailers and importers have to offer products that meet the needs of different consumer groups. In 2030, the share of the population over 60 years old will increase to 27 percent. A growing aging population, coupled with the pandemic, has increased demand for healthy and functional food products. Thais prioritize healthier eating habits to protect themselves from illness and for their general well-being. Therefore, retailers are offering more food products with less calories and reduced salt and sugar to serve their health-conscious consumers. The enforcement of the sugar tax on non-alcohol beverages has encouraged the production and import of beverages with a lower sugar content to reduce costs, which has provided health-conscious customers with more beverage options.

Changes and digital disruptions on retail businesses forced retailers to expand and adjust their online marketing strategies and utilize omnichannel retailing to fit with consumers' modern lifestyles, where payment and delivery of products are faster and more convenient. Online sales revenue accounts for 10-15 percent of total revenue.

Further information on this market sector can be found in the Thailand Food Retail Market report.

HRI Food Service Sector

Thailand is one of the most competitive markets for the hotel, restaurant, and institutional food service (HRI) sector. The country is one of the most popular tourism destinations in the world and has a strong food culture. Tourism and an increase of modern urban Thais families are the main drivers of the growth of this sector. There are minimal barriers to entry for newcomers entering the market. HRI establishments are heavy users of imported products for food preparation, ready-to-eat meals, and catering services for airlines and cruise lines. In 2021, per capita consumer expenditure on hotels and catering was $313 per person, a 23 percent decrease from the previous year.

The restaurant sector expanded by 4-5 percent annually prior to the pandemic, but the pandemic caused revenue from restaurant sales to drop severely. Kasikorn Research Center reported that sales in the full-service restaurant business may reach approximately $4.3 billion in 2022, an increase of 26.5 percent from the previous year. On average, the entire HRI sector sources about 30-35 percent of their food products through imports. The United States has an approximately 20 percent share of this market. HRI operators are very familiar with the high quality of U.S. beef, seafood, cheese, frozen potatoes, seasoning, fresh fruits, dried fruits, nuts, bakery filling, fruit juice, juice concentrate, wine, craft beer, and other health and wellness products.

Further information on this market sector is available in the Thailand Food Service Market report.

Food Processing Sector

Thailand is one of the world's leading agricultural suppliers. Thailand has a well-developed food processing sector and global recognition for its quality control and standards, which enables Thailand to export value-added products to international markets like the EU, Japan, China, and the United States. Major food exports include rice, canned tuna, sugar, meat, cassava products, and canned pineapple. Thailand is one of the world's leading food exporters including seafood products, chicken, rice, sugar, processed fruits, and beverages. Food-related industries employ 40 percent of the country's workers, making food processing a vital component of Thailand 4.0 strategic economic development plan.

The Thai government has designated "Future Food" as a crucial economic driving engine. According to Krungsri Research, Thailand exported $2.9 billion of future food products (i.e., functional, medical, novel, or organic foods) in 2021. Food processors, especially of future foods, are listed as one of the first S-Curve industries that relevant government agencies are seeking to add value to in the short to medium term. U.S. exporters have a great opportunity to supply food ingredients to Thai food manufacturers to develop value added and innovative food products. Potential products include plant-based proteins, semi-prepared and ready-to-eat food, functional food and beverages, probiotics, seasonings, frozen meats, frozen fruits, processed seafood, and healthy beverages.

Food processors have introduced a wide assortment of healthy and nutritional food and beverages products that boost immunization, such as vitamin waters, healthy snacks using grains, nuts, and dried fruits, or ready-to-eat meals featuring new application of seafood, as demand for these products have increased and retailers are giving them better shelf space. The change in customer behavior based on health and beauty concerns as well as an increasingly aging society are factors that food manufacturers should take into consideration when developing new products to align with consumer needs. Food manufacturers are forced to develop new products and stay current on consumer trends to serve the changing preferences of consumers and seed new markets. In addition, the United Nations' Sustainability Development Goals (SDGs) have encouraged Thai food manufacturers to adjust their supply chains to ensure that their food production is environmentally friendly and ingredients are sourced sustainably.

The value of Thailand's food ingredient imports exceeded $3.2 billion in 2022. The United States is the fourth largest supplier of these products. U.S. products with the highest growth were dairy ingredients, fish, dried fruits, nuts, and other functional ingredients. Although domestic ingredients hold the greatest **share** of the market, these items tend to be low value. With rising demand for processed foods, Thai food processors must import large quantities of food ingredients that are not locally available.

Further information on this market sector can be found in the Thailand Food Processing Market Report.

Table 4: Consumer Expenditure on Food and Beverages 2019-2021

	2019		2020		2021	
Million $	**Value**	**Percent**	**Value**	**Percent**	**Value**	**Percent**
Food	**62,735**	**81%**	**64,192**	**82%**	**64,888**	**82%**
Bread and Cereals	13,609	18%	14,148	18%	13,959	18%
Meat	7,490	10%	7,801	10%	7,899	10%
Fish and Seafood	7,226	9%	7,373	9%	7,296	9%
Milk, Cheese and Eggs	5,123	7%	5,252	7%	5,382	7%
Oils and Fats	2,665	3%	2,805	4%	3,087	4%
Fruits	6,487	8%	6,482	8%	6,542	8%
Vegetables	15,885	20%	16,028	20%	16,385	21%
Sugar and Confectionery	1,880	2%	1,876	2%	1,856	2%
Other Food	2,371	3%	2,427	3%	2,484	3%
Non-Alcoholic Beverages	**8,968**	**12%**	**8,766**	**11%**	**8,697**	**11%**
Coffee, Tea, and Cocoa	1,354	2%	1,406	2%	1,405	2%
Mineral Waters, Soft Drinks, Fruit and Vegetable Juices	7,614	10%	7,360	9%	7,292	9%
Alcoholic Beverages	**5,880**	**8%**	**5,409**	**7%**	**5,239**	**7%**
Spirits	2,490	3%	2,406	3%	2,361	3%
Wine	418	1%	347	0%	304	0%
Beer	2,972	4%	2,657	3%	2,573	3%
Total	**77,583**	**100.0%**	**78,367**	**100.0%**	**78,824**	**100.0%**

Source: Euromonitor and USDA Foreign Agricultural Service – Bangkok, Thailand

Section V. Agricultural and Food Imports

Thailand Imports	Imports from the World					Imports from the United States					U.S. Market Share				
(In Thousands of Dollars)	2017	2018	2019	2020	2021	2017	2018	2019	2020	2021	2017	2018	2019	2020	2021
CONSUMER ORIENTED AGRICULTURAL TOTAL	5,589,266	5,848,902	6,217,544	6,469,641	6,945,292	393,415	427,916	482,829	466,498	445,223	7.0	7.3	7.8	7.2	6.4
Dairy Products	987,118	1,004,288	1,015,400	1,077,619	1,169,673	51,065	41,297	55,953	85,122	91,714	5.2	4.1	5.5	7.9	7.8
Processed Vegetables	713,392	739,447	805,286	788,755	793,883	23,045	26,052	23,037	22,506	16,370	3.2	3.5	2.9	2.9	2.1
Fresh Fruit	604,988	587,320	616,331	733,202	783,414	33,040	32,508	40,874	28,895	22,097	5.5	5.5	6.6	3.9	2.8
Fresh Vegetables	250,475	274,688	328,754	328,572	344,884	1,892	3,421	4,139	2,057	1,354	0.8	1.2	1.3	0.6	0.4
Tree Nuts	304,065	241,346	269,336	358,891	380,020	20,703	41,563	55,342	39,851	34,678	6.8	17.2	20.5	11.1	9.1
Bakery Goods, Cereals, and Pasta	275,257	308,959	315,271	313,160	354,295	6,892	6,416	6,617	6,683	5,147	2.5	2.1	2.1	2.1	1.5
Spices	228,176	223,761	269,210	264,779	301,452	3,079	3,383	2,821	2,808	2,716	1.3	1.5	1.0	1.1	0.9
Chocolate & Cocoa Products	185,469	198,881	201,072	188,807	210,772	17,859	16,994	21,917	19,207	20,805	9.6	8.5	10.9	10.2	9.9
Processed Fruit	156,380	168,773	183,032	216,365	249,277	18,008	15,662	13,229	13,040	11,837	11.5	9.3	7.2	6.0	4.7
Coffee, Roasted and Extracts	109,773	115,290	116,142	143,664	134,852	2,540	2,838	2,302	2,695	2,711	2.3	2.5	2.0	1.9	2.0
Condiments & Sauces	73,403	89,165	106,845	104,201	115,956	5,230	6,370	7,444	6,033	5,423	7.1	7.1	7.0	5.8	4.7
Beef & Beef Products	92,584	101,748	103,927	129,941	175,594	4,442	6,847	7,142	7,047	6,604	4.8	6.7	6.9	5.4	3.8
Wine	69,320	90,626	82,997	62,284	65,807	3,657	6,656	5,947	6,972	5,831	5.3	7.3	7.2	11.2	8.9
Beer	15,294	17,421	17,009	16,370	19,226	333	270	412	381	470	2.2	1.6	2.4	2.3	2.4
Distilled Spirits	214,336	256,392	265,436	175,244	156,812	6,875	8,492	6,508	4,032	1,848	3.2	3.3	2.5	2.3	1.2
Chewing Gum and Candy	88,410	99,895	108,711	96,145	104,481	646	730	1,016	1,023	539	0.7	0.7	0.9	1.1	0.5
Other Meat Products	106,703	135,242	96,218	78,570	85,350	614	791	718	854	752	0.6	0.6	0.7	1.1	0.9
Fruit & Vegetable Juices	68,781	71,108	61,497	60,926	53,738	8,100	8,117	6,695	5,895	4,448	11.8	11.4	10.9	9.7	8.3
Dog & Cat Food	59,401	59,848	55,862	54,636	66,176	10,474	11,888	12,363	14,805	12,682	17.6	19.9	22.1	27.1	19.2
Nursery Products & Cut Flowers	32,296	39,409	45,320	53,327	71,785	89	150	178	81	357	0.3	0.4	0.4	0.2	0.5
Tea	37,293	41,283	44,699	46,860	48,432	8,697	9,699	7,042	6,533	6,899	23.3	23.5	15.8	13.9	14.2
Pork & Pork Products	24,632	20,679	23,301	19,049	18,567	67	1	0	0	2	0.3	0.0	0.0	0.0	0.0
Eggs & Products	22,002	24,497	18,626	17,012	24,102	322	913	710	676	512	1.5	3.7	3.8	4.0	2.1
Non-Alcoholic Bev. (juices, coffee, tea)	33,326	34,763	49,679	44,092	35,202	1,188	940	781	639	1,238	3.6	2.7	1.6	1.4	3.5
Poultry Meat & Prods. (ex. eggs)	7,518	9,399	10,883	7,526	8,864	780	1,066	1,030	794	1,079	10.4	11.3	9.5	10.5	12.2
Other Consumer-Oriented Products	828,874	894,672	1,006,700	1,089,644	1,172,677	163,776	174,849	198,613	187,871	187,108	19.8	19.5	19.7	17.2	16.0
CONSUMER ORIENTED AGRICULTURAL TOTAL	5,589,266	5,848,902	6,217,544	6,469,641	6,945,292	393,415	427,916	482,829	466,498	445,223	7.0	7.3	7.8	7.2	6.4
FISH and SEAFOOD PRODUCTS	3,600,600	3,985,781	3,701,523	3,673,400	3,782,896	241,811	260,844	186,579	178,284	112,230	6.7	6.5	5.0	4.9	3.0
AGRICULTURAL PRODUCTS TOTAL	12,368,893	12,982,241	13,488,825	3,862,363	16,278,176	1,823,211	2,287,789	2,040,061	1,733,640	1,801,294	14.7	17.6	15.1	12.5	11.1
AGRICULTURAL & RELATED TOTAL	16,503,100	17,562,187	17,749,671	8,039,264	20,640,929	2,092,033	2,573,235	2,250,091	1,937,115	1,935,294	12.7	14.7	12.7	10.7	9.4

Source: Trade Data Monitor, LLC

Best High-value, Consumer-Oriented Product Prospects Categories:

Dairy products, dried fruits and nuts, fresh fruits, chocolate and cocoa products, meat products, snacks, meat alternative products, health and functional food and beverages.

Section VI. Key Contacts & Further Information

The Foreign Agricultural Service in Bangkok maintains up-to-date information covering food and agricultural import opportunities in Thailand and would be pleased to assist in facilitating U.S. exports and entry to the Thai market. Questions or comments regarding this report should be directed to the Foreign Agricultural Service in Bangkok at the following local or U.S. mailing address:

Office of Agricultural Affairs
U.S. Embassy
120-122, Wireless Road
Bangkok 10330
Tel. +662-205-5106
Fax. +662-255-2907
Email: Agbangkok@fas.usda.gov
Web site: www.fas.usda.gov

End of Report.

Attachments: Import Tariff Table Thailand.pdf

Thailand's Imports of Consumer Oriented Products 2022.pdf