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Report Highlights:

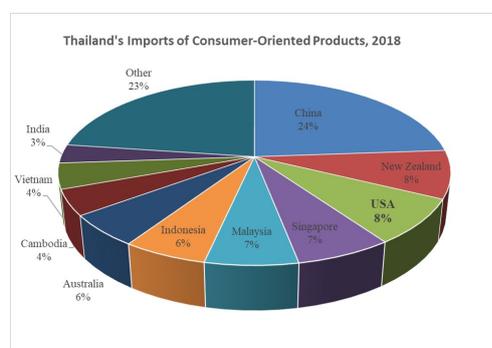
This guide serves as a resource for U.S. companies seeking to do business in Thailand and provides market overviews, practical tips and information on local business practices, consumer preferences and trends. This report also identifies opportunities and entry approaches for the three major market sectors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

Executive Summary:

Thailand is Southeast Asia's second largest economy with a Gross Domestic Product (GDP) of U.S. \$545 billion (as of November 2019). 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. It is also a major exporter of sugar and rice. Thailand is the 13th largest export market for U.S. agricultural products while the U.S. is the largest supplier of agricultural products to Thailand, with 16 percent of total import market share.

Imports of Consumer-Oriented Products

In 2018, the United States was the 3rd largest supplier of consumer oriented products to Thailand with exports valued at U.S. \$418 million.



Food Retail Industry:

The Thai Retailers Association has forecast that retail market in 2019 will increase by 3.5-3.8 percent, with total value worth approximately U.S. \$118 billion. The number of food retail outlets continues to grow and there are over 15,900 convenience store and 1,300 supermarket locations. Changes in Thai household structure has led to changes in how Thais eat with rising demand for convenient ready-to-eat meals, healthy food products, and food delivery.

Food Service Industry:

Thailand's highly competitive hotel, restaurant, and institutional food service (HRI) sector is comprised of approximately 150,000 outlets including some 100,000 restaurants and more than 5,000 hotels and resorts. HRI establishments source about 30-35 percent of their food products through imports to be used for food preparation, ready-to-eat meals, and catering services for airlines and cruise lines.

Food Processing Industry:

Thailand's food processing industry has developed rapidly and is one of the most developed in South East Asia with more than 10,000 food and beverage processing factories. In 2018, Thailand's food ingredient imports exceeded U.S. \$2.57 billion. With rising demand for processed foods, Thai food processors must import large quantities of food ingredients that are not locally available.

Quick Fact CY 2018

Imports of Consumer-Oriented Products: U.S. \$5.24 billion

Imports of U.S. Fish Products: U.S. \$257 million

Top 10 Growth Consumer Oriented Products:

- Dairy products
- Seafood products
- Fresh fruits
- Tree nuts
- Chilled/frozen beef
- Fresh vegetables
- Food preparation
- Bread, pastry, cakes
- Wine and beer
- Healthy and Functional beverages

Food Industry by Channel:

Total Agricultural Exports: U.S. \$43.52 billion

Total Agricultural Imports: U.S. \$16.93 billion

Modern Trade Retail Sales: U.S. \$85 billion

Full-Service Restaurant Sales: U.S. \$5.6 billion

Top Host Country Retailers:



GDP/Population:

Population (2018): 69.43 Million

GDP (November 2019): U.S. \$545 Billion

GDP per capita (2018): U.S. \$7,445

Section I. Market Overview

Thailand is Southeast Asia's second largest economy with a Gross Domestic Product (GDP) of U.S. \$545 billion. Exports account for more than 52 percent of GDP. 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. It is also a major exporter of sugar and rice. According to the National Economic and Social Development Board (NESDB), the Thai economy in 2019 will grow by 2.6 percent as export value is forecasted to be declined by 2.0 percent while private consumption and total investment tend to expand by 4.3 and 2.7 percent, respectively. The economy is expected to improve in 2020 and is forecasted to expand by 2.7 - 3.7 percent contributed by increase in private consumption and private investment from the government economic stimulus policy and measures, gradual recovery of export, and improvement of tourism sector.

Thailand is the 13th largest export market for U.S. agricultural products. In 2018, U.S. consumer oriented agri-food exports to Thailand were valued at U.S. \$418 million while total U.S. imports of these products from Thailand were nearly U.S. \$1.7 billion

U.S.-Thailand Trade of Consumer Oriented Agricultural Products					
(million; US\$ per year)	2014	2015	2016	2017	2018
U.S. Imports from Thailand	1,323	1,444	1,583	1,591	1,669
U.S. Exports to Thailand	393	386	388	385	418
Trade Balance	-930	-1,057	-1,195	-1,206	-1,251

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

Change in Thai Food Import Mix from the U.S.					
(million; US\$ per year; % of total)	2014	2015	2016	2017	2018
Bulk & Intermediate	1,341	1,484	1,330	1,438	1,867
%	67%	72%	70%	70%	73%
Consumer Oriented	393	386	388	385	418
%	20%	19%	20%	19%	16%
Edible Fishery	257	197	193	229	257
%	13%	10%	10%	11%	10%
Total	1,991	2,068	1,910	2,052	2,542

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

Thailand currently has preferential trade arrangements with the Association of Southeast Asian Nation countries (ASEAN), Australia-New Zealand, China, India, Japan, Peru, South Korea, and Chile. Thailand has been in negotiation for bilateral free trade arrangements with the European Union, Pakistan, Sri Lanka, Turkey, and the Regional Comprehensive Economic Partnership (RCEP), which is the multilateral free trade agreement comprising of China, India, Japan, South Korea, Australia, New Zealand and the 10 ASEAN countries. These agreements have created additional challenges for U.S.

agricultural exports, particularly due to large tariff differentials as the United States does not have any trade agreement with neither ASEAN nor Thailand.

A list of Thailand’s free trade agreements

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	January 1, 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 pears and cherries tariffs are 30 and 40 percent, respectively.

Advantages	Challenges
About 38 million middle-to-upper income consumers are eager to purchase imported food products.	U.S. products are not always price-competitive due to high tariffs and shipping costs.
A dynamic and eager younger population (between ages of 15 and 35, representing 29 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, cherries, peaches, plums, pears, frozen potatoes, and cheeses.
Thais in urban areas (54 percent of the population) increasingly spend more on imported food items and have become relatively brand conscious and 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	Market penetration for imported products is

rural areas translates into more discretionary spending on non-traditional agricultural products.	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 health and functional food ingredients.	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.
Growing number of retail outlets.	The oligopolistic nature of hypermarkets exerts some control over prices, while convenience stores prefer low priced locally or regionally sourced products.
Well-developed food service industry.	Strong government protection on local agricultural products such as poultry and livestock products make it difficult for imported products to enter the market.
Growth in the tourism industry and an increase in the number of hotels leads to greater demand for imported food products.	Regional tourists sometimes seek cheaper local food alternatives or food products sourced from their respective countries.
Middle income women give greater attention to health and beauty and are demanding new products from retailers.	

Section II. Exporter Business Tips

- It is essential to visit the market to conduct market research, especially for product testing, price comparisons, gauging competitors, consumer preferences, etc;
- U.S. exporters should identify the best distribution channel (e.g. local importers, distributors, supermarkets, retailers, etc.) 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;
- U.S. exporters should work with a representative or agent who has or can get strong local connections with target customers (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;
- Localize your products: adjust the product to local tastes, verify consumer preferences, and set a competitive price;
- Trade fair participation is another way to raise awareness of your product;
- 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;
- Be patient and think long term. It is not unusual to visit the market 2-3 times before details are finalized;

- U.S. exporters can request a list of importers from FAS post at agbangkok@fas.usda.gov

Section III. Import Food Standards & Regulations/Import Procedure

Study the most recent Food and Agricultural Import Regulations and Standards report for Thailand. This document 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>

Import Tariff Table

	PRODUCT	HARMONIZED CODE	QUOTA	TARIFF RATE (for USA)		PRODUCT	HARMONIZED CODE	QUOTA	TARIFF RATE (for USA)	
				(%)	Volume				(%)	Volume
1	BEEF (Fresh and Frozen)*	0201		50		24	Popcorn kernels (for popping purpose)	10059010		Bt 2.75/kg
		0202					"Already-pop" popcorn	1904.10.90	20	
2	BEEF OFFALS*	020610		30			Microwave popcorn	2008.19.90	30	
3	PORK MEAT	020329		30		25	SALISAGES	1601	30	
4	MEAT OF SHEEP/LAMB	0204		30		26	SUGAR CONFECTIONERY	170410	30	
5	TURKEY	020724-020727		30				170490		
6	SALMON, TUNAS, COD, SARDINES MACKEREL AND OTHER FISH	0303		5		27	CHOCOLATE & FOOD PREP. WITH COCOA	1806	10	
7	CRABS	030614		5		28	MILKFOOD FOR INFANTS	190110	30	
8	SCALLOPS	030721		5		29	BREAKFAST CEREAL	190410	20	
		030729				30	FROZEN FRIES	200410	30	Bt 25.00/kg
9	SKIMMED MILK	0402	X	5 (in-quota) 216 (out-quota)		31	JAMS, FRUIT JELLIES	2007	30	Bt 25.00/kg
10	CHEESE & CURD	0406		30		32	PEANUTS	200811	30	Bt 25.00/kg
11	DRIED PEAS, BEANS, LENTILS	0713		5		33	ALMOND (ROSTED)	200819	30	Bt 25.00/kg
12	ALMONDS, FRESH/DRIED IN SHELL & SHELLED	080211		10	Bt 8.50/kg	34	CANNED PEACH	200870	30	Bt 25.00/kg
		080212				35	FRUIT & VEG JUICE	2009	30	Bt 10.1
13	PISTACHIOS, FRESH/DRIED	080250		10	Bt 8.50/kg	36	INSTANT COFFEE	210111	X	40 (in-quota) 49 (out-quota)
14	ORANGE	080520		40	Bt 33.50/kg	37	INSTANT TEA	210120	30	
15	GRAPEFRUIT, FRESH/DRIED	080540		40	Bt 33.50/kg	38	TOMATO KETCHUP	210320	30	
16	GRAPES, FRESH	080610		30	Bt 25.00/kg	39	MUSTARD	210330	30	
17	RAISINS	080620		5	Bt 4.00/kg	40	OTHER SAUCES & PREP	210390	5	
18	APPLE (FRESH)	080810		10	Bt 3.00/kg	41	SOUPS & BROTHS & PREPARATION	210410	20-30	
19	PEARS & QUINCES	080830		30	Bt 15.00/kg	42	BEER	2203	60	
20	CHERRIES (FRESH)	0809.29		40	Bt 33.50/kg	43	CHAMPAGNE	220410	54	
21	PEACHES, INCL. NECTARINES	080930		40	Bt 33.50/kg	44	WINE	220421	54	
22	PLUMS AND SLOES	080940		40	Bt 33.50/kg			220429		
23	COFFEE	0901	X	30 (in-quota) 90 (out-quota)		46	WHISKIES	220830	60	
						47	GIN	220850	54	
						48	DOG&CAT FOOD	230910	9	

Remark: *Inspection fee by Livestock Department is equal to Baht5/kg. for beef and Baht20/kg. for offals

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 high potential for future growth due to the country's economic growth, on-going urbanization, and growing middle class. Household income in Thailand has grown rapidly over the past decade in line with growing urbanization. The sustained economic growth supported the growth of the middle-income population. Consumer disposable incomes also continue to rise supporting the spending in consumer goods, including food and beverage products. In 2018, Thai consumer expenditures on food and beverages reached U.S. \$74 billion and per capita disposable income was U.S. \$3,828. The typical Thai diet consists of rice, meats, eggs, vegetables, fish, and seafood. In 2018, spending on food and non-alcoholic beverages accounted for 23 percent of total consumer expenditures

Consumer Expenditure on Food and Beverages 2014-2018										
(m. US\$) (%)	2014		2015		2016		2017		2018	
	Value	%	Value	%	Value	%	Value	%	Value	%
Food	51,398	79.2%	49,940	79.2%	50,562	79.9%	53,161	71.7%	59,385	80.1%
Bread and Cereals	11,593	17.9%	11,098	17.6%	10,968	17.3%	11,364	15.3%	12,645	17.1%
Meat	6,538	10.1%	6,286	10.0%	6,290	9.9%	6,560	8.8%	7,360	9.9%
Fish and Seafood	6,013	9.3%	5,835	9.3%	5,902	9.3%	6,341	8.6%	7,019	9.5%
Milk, Cheese, and Eggs	4,457	6.9%	4,107	6.5%	4,187	6.6%	4,464	6.0%	4,950	6.7%
Oils and Fats	2,811	4.3%	2,617	4.2%	2,365	3.7%	2,512	3.4%	2,762	3.7%
Fruits	4,891	7.5%	4,763	7.6%	4,846	7.7%	5,254	7.1%	5,874	7.9%
Vegetables	11,725	18.1%	11,933	18.9%	12,726	20.1%	13,160	17.8%	14,859	20.0%
Sugar and Confectionery	1,626	2.5%	1,575	2.5%	1,528	2.4%	1,620	2.2%	1,799	2.4%
Other Food	1,745	2.7%	1,726	2.7%	1,751	2.8%	1,888	2.5%	2,117	2.9%
Non-Alcoholic Beverages	8,019	12.4%	7,705	12.2%	7,577	12.0%	7,956	10.7%	8,831	11.9%
Coffee, Tea, and Cocoa	1,474	2.3%	1,419	2.3%	1,397	2.2%	1,523	2.1%	1,698	2.3%
Mineral Waters, Soft Drinks, Fruit and Vegetable Juices	6,544	10.1%	6,286	10.0%	6,180	9.8%	6,433	8.7%	7,133	9.6%
Alcoholic Beverages	5,497	8.5%	5,374	8.5%	5,143	8.1%	5,323	7.2%	5,909	8.0%
Spirits	2,628	4.0%	2,607	4.1%	2,326	3.7%	2,324	3.1%	2,560	3.5%
Wine	267	0.4%	286	0.5%	290	0.5%	321	0.4%	366	0.5%
Beer	2,602	4.0%	2,481	3.9%	2,528	4.0%	2,678	3.6%	2,983	4.0%
Total Expenditure on Food and Beverages	64,914	100.0%	63,019	100.0%	63,282	100.0%	66,439	89.6%	74,125	100.0%

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

Retail Sector

Thailand's food and beverage sector is one of the fastest growing sectors in the Thai economy. The Thai Retail Association predicts that sales in the retail sector will grow by approximately 4 to 6 percent from 2018 to 2020. The number of food retail outlets continues to grow and there are already over 15,900 convenience store and 1,300 supermarket locations. Changes in Thai household structure, busier lifestyle of urban workers, and availability of modern retail stores nationwide have led to changes in how Thais eat with rising demand for convenient ready-to-eat meals, beverages, healthy food products, and food delivery. With changing consumers' lifestyle, they demand food that is conveniently packaged for consumption and carry. Thus, packaging that meets the change of consumers' life style with attractive design is also becoming one of the key determinants of purchase decision-making.

Hypermarkets, supermarkets, and cash and carry establishments present excellent opportunities for U.S. exporters of consumer food items. The main factors U.S. exporters should consider before entering the Thai market are pricing, product shelf life, and consumer preferences. Intense competition in the retail food market, particularly from large-scale modern companies that use price strategies and loan extensions to low-income consumers, have led to the closure of many traditional stores. The convenience sector is not considered to be an attractive channel for U.S. products due to the pricing disadvantages as these stores mostly carry locally and regional produced goods. U.S. exporters should be aware that many U.S. branded food products such as snack foods, candy, chocolate, and breakfast cereals are already present in the market as locally or regionally produced food products.

While the majority of food and beverage purchases are taken place in physical stores, the tendency to purchase online is growing at a faster rate. The Thai Retailers Association estimates that by 2022, online sales will grow to a 5 percent share of all retail sales in the country, a large growth from the 1 percent in online sales in 2017. Thus, food retailers have expanded into online shopping along with other online services. Retailers such as Tops, Tesco Lotus, and Big C already operate their own on-line stores for consumers. Despite the growth of online shopping, there is still a large percentage of lower income Thai consumers who lack access to the internet and the computer skills to effectively use these platforms.

Further information on this market sector is available in [Thailand's Retail Food Sector Report](#).

HRI Food Service Sector

Thailand's highly competitive hotel, restaurant, and institutional food service (HRI) sector is comprised of approximately 150,000 outlets including some 100,000 restaurants and more than 5,000 hotels and resorts. The industry has steadily increased in recent years driven by continuous growth in the country's tourism industry as well as changes in consumer behavior as modern urban families tend to eat out more regularly. Thailand imported U.S. \$418 million in consumer-oriented foods from the United States in 2018. HRI establishments are heavy users of imported products for food preparation, ready-to-eat meals, and catering services for airlines and cruise lines. In 2018, per capita consumer expenditures on hotels and catering totaled U.S. \$778 per person, a 13 percent increase 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. U.S. beef, seafood, cheese, frozen potatoes, seasonings, fresh fruits, dried fruits, nuts, bakery filling, fruit juices, juice concentrate, wine, and craft beer are well known in this sector.

As the Thai population ages and the middle-class grows so has consumer demand for healthy food and quality service causing restaurants to develop healthy food and beverage menu items and to use more premium ingredients. The consumption of fish and dairy products is also growing; in line with the growth of income, consumers are increasing their consumption of high-protein food. Technology has also influenced consumers' purchasing behaviors as they can easily access information through mobile phones or computers connected to the internet. Thai consumers, especially those between 20 and 40 years old, are increasingly embracing online shopping including online food delivery. The online food delivery service sector in Thailand is led by five market players: LineMan, Foodpanda, Grabfood, Ubereats, and GET.

Further information on this market sector is available in [Thailand's Food Service - Hotel Restaurant Institutional Sector Report](#).

Food Processing Sector

Thailand's food processing industry has developed rapidly and is one of the most developed in South East Asia with more than 10,000 food and beverage processing factories. Most food processors are small-to-medium size and predominantly serve the domestic market. However, there are many medium-to-large food processors that produce higher-value products for domestic and export markets. Main products include frozen shrimp, sugar, poultry, canned tuna, confectionery, snacks, canned pineapple and tapioca. The main Thai processed food export markets are Japan, the United States, and the EU. The Thai seafood sector is the third largest in the world, after China and Norway, with 90 percent of output being exported. The packaged food industry is highly fragmented, with the top ten companies controlling only about one-third of the sales value.

Food manufacturers are forced to develop new products and stay focus on consumers' trend and taste to serve the changing preferences of consumers. Among those trends, the introduction of "healthy" packaged food leads the trend. A wide assortment of food and beverage promoting high protein content (such as peas protein milk, whey protein drink, protein snacks) or offer some healthy or functional values to consumers' body (such as concentrated fruit and vegetable drink, healthy snacks using nuts and dried fruits or ready to eat meals featuring new application of seafood) have been introduced to the

market and are gaining better shelf space and interest from retailers. An aging society is another factor that food manufacturers should take into consideration when developing new products to be aligned with consumer needs. Urban dwellers, in particular, have less time for food preparation due to longer working hours and a greater presence of women in the work force.

With rising demand for processed foods, Thai food processors must import large quantities of food ingredients that are not locally available. Thailand's food processing sector is heavily export-oriented with more than 50 percent of production sold outside the country. Because of this, Thai food manufacturers seek high-quality food ingredients at reasonable prices to meet the changing market demand. The United States is considered to be a world leader in food ingredient technology and one of the major food ingredient suppliers to the world. In this market, U.S. suppliers should focus their attention on new functional food ingredients, flavors, and other ingredients that promote the health and wellness benefits in foods.

In 2018, Thailand's food ingredient imports exceeded U.S. \$2.5 billion. The United States is the fourth largest supplier of these products. U.S. products with the highest growth were fish, dairy ingredients, dried fruits, and nuts. The food ingredient market continues to grow due to increases in population, purchasing power, dual income families and new product development. Although domestic ingredients hold the greatest share of the market, these items tend to be low-value. High-value raw and semi-processed products such as fish and seafood, grains, vegetable oils, starches, dairy ingredients, specialty bakery ingredients are generally not available locally and must be imported.

Further information on this market sector is available in [Thailand's Food Processing Ingredients Report](#)

Section V. Agricultural and Food Imports

Thailand Imports (In Thousands of Dollars)	Imports from the World			Imports from the US			U.S. Market Share		
	2016	2017	2018	2016	2017	2018	2016	2017	2018
CONSUMER-ORIENTED AGRICULTURAL TOTAL	4,619,170	5,076,899	5,242,356	387,674	384,898	417,579	8.4	7.6	8.0
Dairy Products	602,696	748,549	790,278	39,209	47,766	38,267	6.5	6.4	4.8
Processed Vegetables	583,848	666,789	693,460	24,916	22,168	25,340	4.3	3.3	3.7
Fresh Fruit	681,588	604,988	587,320	33,149	33,040	32,508	4.9	5.5	5.5
Tree Nuts	202,045	304,065	241,346	34,723	20,703	41,563	17.2	6.8	17.2
Fresh Vegetables	221,278	250,475	274,688	1,244	1,892	3,421	0.6	0.8	1.2
Spices	203,431	222,199	218,813	2,705	2,995	2,844	1.3	1.3	1.3
Other Snack Foods	187,417	193,340	219,506	2,048	1,754	2,117	1.1	0.9	1.0
Chocolate & Cocoa Products	181,596	185,469	198,881	16,842	17,859	16,994	9.3	9.6	8.5
Processed Fruit	150,937	155,273	167,534	19,264	17,734	15,528	12.8	11.4	9.3
Coffee, Roasted and Extracts	102,132	109,773	115,290	2,029	2,540	2,838	2.0	2.3	2.5
Other Meat Products	103,077	106,703	135,242	860	614	791	0.8	0.6	0.6
Beef & Beef Products	87,726	92,584	101,748	3,318	4,442	6,847	3.8	4.8	6.7
Wine & Beer	79,235	84,615	108,047	3,725	3,990	6,927	4.7	4.7	6.4
Condiments & Sauces	67,784	73,403	89,165	5,548	5,230	6,370	8.2	7.1	7.1
Fruit & Vegetable Juices	74,272	68,781	71,108	9,021	8,100	8,117	12.1	11.8	11.4
Dog & Cat Food	53,715	59,401	59,848	9,440	10,474	11,888	17.6	17.6	19.9
Tea	37,594	37,293	41,283	7,532	8,697	9,699	20.0	23.3	23.5
Nursery Products & Cut Flowers	30,507	32,296	39,409	57	89	150	0.2	0.3	0.4
Pork & Pork Products	29,435	24,632	20,679	314	67	1	1.1	0.3	0.0
Eggs & Products	22,088	22,002	24,497	311	322	913	1.4	1.5	3.7
Non-Alcoholic Bev. (ex. juices, coffee, tea)	9,804	11,023	9,121	641	871	545	6.5	7.9	6.0
Poultry Meat & Prods. (ex. eggs)	8,727	7,518	9,399	1,098	780	1,066	12.6	10.4	11.3
Other Consumer-Oriented Products	898,239	1,015,730	1,025,692	159,935	162,340	173,413	17.8	16.0	16.9
FISH & SEAFOOD PRODUCTS	2,967,592	3,453,705	3,847,375	192,737	228,990	256,769	6.5	6.6	6.7
AGRICULTURAL PRODUCTS TOTAL	11,189,914	11,733,769	12,218,105	1,718,418	1,823,809	2,285,814	15.4	15.5	18.7
AGRICULTURAL & RELATED TOTAL	14,937,718	15,955,294	16,934,761	1,946,116	2,086,750	2,575,719	13.0	13.1	15.2

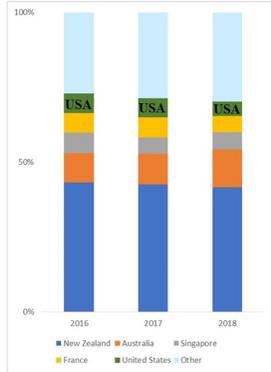
Source: Trade Data Monitor and USDA Foreign Agricultural Service - Bangkok, Thailand

Dairy Products



Value: U.S. \$38.3 million
 Market Share: 4.8 percent
 Change from 2017: -19.9 percent

- Major suppliers:
- New Zealand 41.6 percent
 - Australia 12.7 percent
 - Singapore 5.7 percent

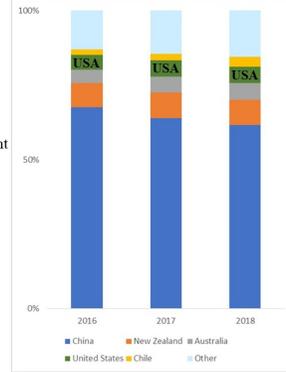


Fresh Fruits



Value: U.S. \$32.5 million
 Market Share: 5.5 percent
 Change from 2017: -1.61 percent

- Major suppliers:
- China 61.6 percent
 - New Zealand 8.4 percent
 - Australia 5.6 percent

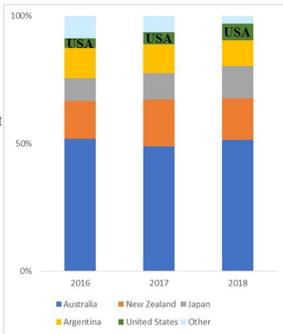


Beef and Beef Products



Value: U.S. \$6.8 million
 Market Share: 6.7 percent
 Change from 2017: + 54.1 percent

- Major suppliers:
- Australia 51.4 percent
 - New Zealand 16.2 percent
 - Japan 12.8 percent

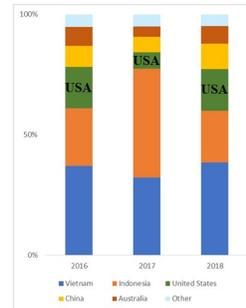


Tree Nuts



Value: U.S. \$41.6 million
 Market Share: 17.2 percent
 Change from 2017: +100.8 percent

- Major suppliers:
- Vietnam 38.4 percent
 - Indonesia 21.6 percent
 - USA 17.2 percent

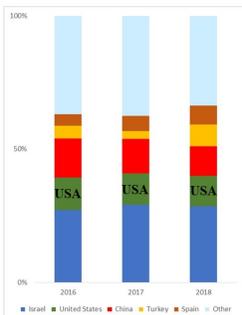


Fruit & Vegetable Juices



Value: U.S. \$8.1 million
 Market Share: 11.4 percent
 Change from 2017: +0.21 percent

- Major suppliers:
- Israel 28.6 percent
 - USA 11.4 percent
 - China 11.0 percent

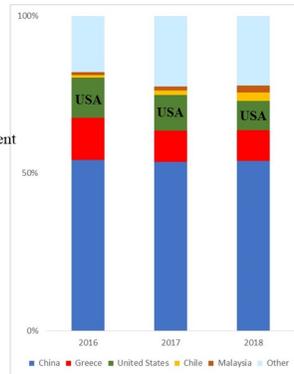


Processed Fruit



Value: U.S. \$15.5 million
 Market Share: 9.3 percent
 Change from 2017: -12.4 percent

- Major suppliers:
- China 53.9 percent
 - Greece 9.8 percent
 - USA 9.3 percent

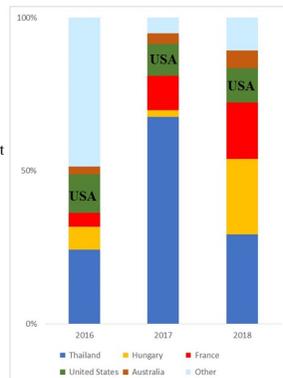


Poultry Meat



Value: U.S. \$1.1 million
 Market Share: 11.3 percent
 Change from 2017: +36.6 percent

- Major suppliers:
- Thailand 29.1 percent
 - Hungary 24.7 percent
 - France 18.3 percent

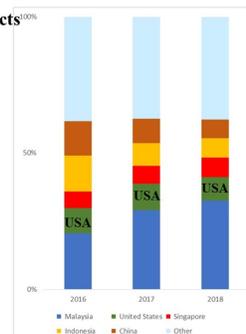


Chocolate and Cocoa Products



Value: U.S. \$17.0 million
 Market Share: 8.6 percent
 Change from 2017: - 4.8 percent

- Major suppliers:
- Malaysia 32.6 percent
 - USA 8.6 percent
 - Singapore 7.1 percent
 - Indonesia 7.1 percent

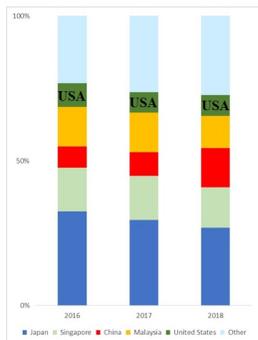


Condiments & Sauces



Value: U.S. \$6.4 million
 Market Share: 7.1 percent
 Change from 2017: +21.8 percent

- Major suppliers:
- Japan 26.8 percent
 - Singapore 14.1 percent
 - China 13.5 percent

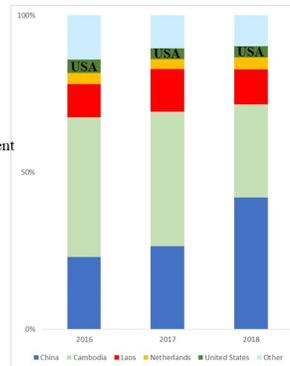


Processed Vegetables



Value: U.S. \$25.3 million
 Market Share: 3.7 percent
 Change from 2017: +14.3 percent

- Major suppliers:
- China 41.9 percent
 - Cambodia 29.6 percent
 - Laos 11.7 percent

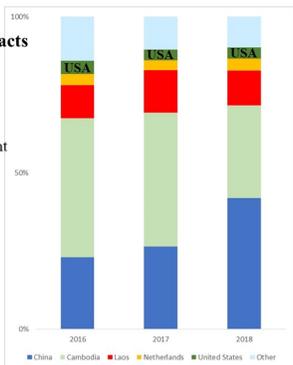


Coffee, Roasted and Extracts



Value: U.S. \$2.8 million
 Market Share: 2.5 percent
 Change from 2017: +11.8 percent

- Major suppliers:
- Malaysia 55.3 percent
 - Vietnam 12.7 percent
 - Laos 7.6 percent

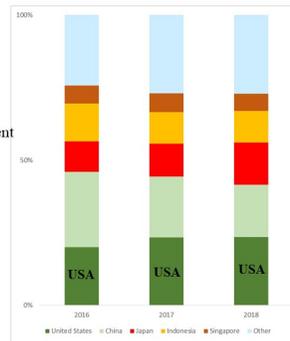


Tea



Value: U.S. \$9.7 million
 Market Share: 23.5 percent
 Change from 2017: +11.5 percent

- Major suppliers:
- USA 23.5 percent
 - China 18.0 percent
 - Japan 14.6 percent

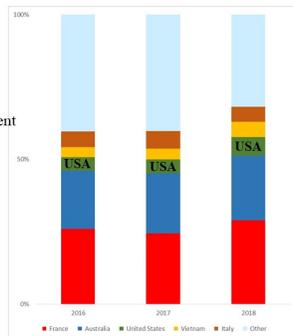


Wine and Beer



Value: U.S. \$6.9 million
 Market Share: 6.4 percent
 Change from 2017: +73.6 percent

- Major suppliers:
- France 28.9 percent
 - Australia 22.4 percent
 - USA 6.4 percent

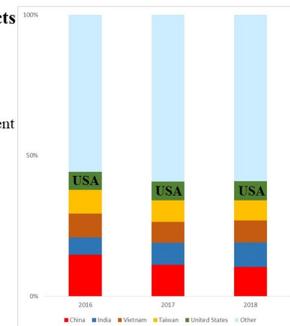


Fish and Seafood Products



Value: U.S. \$256.8 million
 Market Share: 6.7 percent
 Change from 2017: +12.1 percent

- Major suppliers:
- China 10.4 percent
 - India 8.8 percent
 - Vietnam 7.8 percent



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:

No Attachments