



INSIGHTS FOR YOUR
INTERNATIONAL FOOD BUSINESS
DEVELOPMENT

MARKET
VALUES AND
PLAYERS

INNOVATION
TRENDS

CLUSTER
SPOTLIGHT

BUSINESS AND
CULTURAL
NOTES

Newsletter produced for the "New Frontiers in Food" project, exclusively for the members of the following clusters:



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Ready-to-eat health foods in Thailand



In 2015 W&S Thailand Market Research produced a survey on the ready-to-eat (RTE) healthy food consumption of Thai people. A recent trend for much of the population, RTE foods are more and more looked as an answer to both general desire for wellness and to address specific problems.

According to this survey, 44% of Thais consume ready-to-eat healthy food more than once a week, and 19.3% every day. In other words, more than half the population consume RTE healthy food on a very regular basis.

For a one time purchase, the majority of Thai (53.9%) spend less than 300 THB (around 7.5€), or around 4% of the average income (7000 THB – 180€). It is a fairly recent trend, no more than 2 years old for 73.4% of the respondents. Their favorite products are healthy dairy, yoghurt cups and drinks (77.7%) and fat-free food (52.1%).

Motivations for purchase

Thais want their RTE healthy food to be a source of fiber (61.4%), to be very nutritive (57.1%), to be a source of protein (52.1%) and to be functional for health and wellness (49.9%). When asked what are their motivation to buy RTE healthy food, the respondents answered first that it was because of the general health awareness (89.6%) or because of a personal health problem (82.1%).

When specifically asked about what would make them buy a product in particular, the nutritional benefits came first (77.3%) followed closely by advertising (74.9%). It means that Thais have a positive reaction towards a good communication plan. Likewise, their first information source when it comes to RTE healthy food is advertisements on TV (68%), then the Internet (64.4%) and their own observation of the products in healthy shops or supermarket (59.9%). Finally, the re-

spondents' first influence is their parents' opinion (39.3%) followed by their partners' (20.9%).

Practical information

Thais buy their RTE healthy food mainly in convenience stores. According to the survey, they are more willing to consume local healthy food (60.2%) than imported products. That can be explained by the fact that food innovation has a positive image in Thailand: 46.2% of the respondents find the ecosystem "very innovative", and 41.3% find it "moderately innovative". A partnership with already existing local brands can thus be an asset for a company which wants to enter the Thai market.



Find out more...

SOURCE

Comparative report on healthy food in Thailand, Indonesia and Vietnam in 2015
W&S Thailand Market Research wsgroup-asia.com