



Euromonitor
International

Fish and Seafood in Thailand

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Fish and Seafood in Thailand - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Health and wellness trend builds on strong tradition of consumption

INDUSRTY PERFORMANCE

Recovery of economy and tourism helps to sustain growth of fish and seafood

Clean label and quality assurance are key for consumers

WHAT'S NEXT?

Digital platforms to continue to grow into the future

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Increasing competition

Health awareness supports demand, but the desire for convenience presents a challenge

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