



Euromonitor
International

Sugar and Sweeteners in Thailand

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Sugar and Sweeteners in Thailand - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Growing sales despite rising health concerns

INDUSTRY PERFORMANCE

Ongoing economic recovery helps to maintain demand while consumer health awareness poses challenges

Technology adoption to improve yield and protect the environment

WHAT'S NEXT?

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Conflicting forces shaping development of fresh food in Thailand

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Increasing competition

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

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