THAILAND
Market Fact Sheet

Thailand is the 17th largest agricultural export market of the United States, with $1.79 billion in total export value in 2021.

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.

Thailand also has a large food manufacturing sector that produces high-value products for the domestic and export markets. Thailand imported $3.2 billion in food ingredients in 2021 to support its food manufacturing sector.

Macroeconomy
- Population: 69.95 million
- GDP: $506 billion (as of 02/2022)
- GDP per capita (USD): $7,256 (as of 02/2022)

Top WA-Origin Food and Agricultural Exports to the Thailand in 2021

- Wheat
- Dairy
- Fish and Seafood
- Apples
- French Fries, Frozen
- Cherries, Sweet, Fresh
- Potatoes, Fresh
- Preserved Fruits
- Hay
- Protein Concentrates and Textured Protein

Key Players

Retailers: Central Food Retail, Gourmet Market, Villa Market, Foodland, UFM Fuji Super, MaxValu, Lotus's, Big C, Makro, 7-Eleven, Family Mart, Lawson 108

Quick Service Restaurants (QSRs): Starbucks, Au Bon Pain, Sizzler, McDonald's, Burger King, A&W

Food Processing: Charoen Pokphand (CP) Foods, Ichitan Group, Malee Group, President Bakery, Premier Marketing, Sappe, S&P Syndicate, Seafresh Industry
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Advantages and Challenges

- U.S. exporters can provide a variety of high-quality agricultural products ranging from fresh to processed foods.
- Thai officials and consumers highly regard U.S. food safety regulations.
- In 2030, the population with the age over 60 years old will increase to 27% of the total population. Many in the Thai elderly population can afford high-quality, premium products.
- Health-conscious consumers create new opportunities for U.S. exporters, particularly those who have products marketed as sustainable, containing all-natural ingredients, or have other marketable health features.

- U.S. products are generally less price competitive than comparable products from countries that have free trade agreements (FTA) with Thailand.
- A lack of local interagency communication and coordination causes interruptions in trade.
- Substitutes for American imports can be produced locally or regionally, frequently at lower cost.
- Supply chain challenges are increasing the time it takes to get product from the United States to Thailand.

Best Product Prospects for U.S. Consumer Oriented Products

- Dried fruits and nuts
- Food preparation ingredients
- Whey
- Milk and cream
- Cheeses
- Popcorns
- Frozen potatoes
- Fresh fruits
- Cocoa preparations
- Beef
- Seafood
- Wines
- Pet food

Sources

Top WA-Origin Food and Agricultural Exports to Thailand in 2021: WISER Trade; Wheat numbers from USDA, U.S. Wheat Associates, and Washington Grain Commission
USDA Foreign Agricultural Service. (2022). Thailand: Food Processing Ingredients
USDA Foreign Agricultural Service. (2022). Thailand: Retail Foods