

NAME	BRANDS	CUR CAP	94'S CAP	SALE VOL.
Lever Brothers	Wall, Carte D'or	35	50	N/A
Chomthana	Crema, Magnolia	30	60	320
Chuchart Ind.	Ducky	5	25	190
United Foods	United	2	10	N/A

- Remarks:
1. Cur Cap means current capacity in million litres per year.
 2. 94's Cap means estimated capacity for 1994 in million litres per year.
 3. Sale Vol. is the figure of sales volume for 1992 (million litres per year).

Butter

As bakery products in the country become popular, more butter is being consumed. Opportunities to participate in expanding the production of butter in Thailand exist. Demand for butter is expected to grow by up to 20 percent per year over the next several years. The only major local manufacturer of butter is Thai Dairy Industry, which holds approximately 60 percent of the market and sells its product under the "Orchid" brand name. The remainder of the market is supplied principally by two imported brands "Allowrie" and "Dannie" (from Europe).

Cheese

At present the majority of Thailand's cheese is imported. The imported value of cheese was over 110 million baht in 1992 (C\$5.8 million). The market is composed mostly of cheeses from Australia, New Zealand and the Netherlands. The market for cheese is primarily targeted towards the hotel and tourist industry and towards the expatriate community living in Thailand. However, as Bangkok becomes more cosmopolitan, Thai people are also beginning to consume more cheese through fast food outlets and restaurants.

While opportunities exist in regards to the straight forward export of food products from Canada, Canadian exporters and manufacturers should not ignore the maturing market for franchises, and other retail innovations.