

## EXECUTIVE SUMMARY

This report reviews specific opportunities for Canadian exporters of food products. Details of these opportunities are located in the text of this report; however, a summary of key opportunities will be presented here.

**Key domestic growth markets in Thailand**, as identified through the course of researching this report are:

- fruit juice
- yoghurt
- processed meats
- UHT milk
- fresh pasteurized milk
- ice-cream
- wine coolers
- specialty seafood (cold water)
- prepared foods for institutional markets
- upcountry grocery distribution

### **Other Opportunities**

With a substantial expatriate population (278,000 foreigners), there is considerable demand in this one group alone. Traditionally, expatriates have a higher disposable income and often spend their money attempting to re-create a western existence. Food is a key component. While some of the actual quantities can be small, in combination with other sectors of the market the addition of the expatriate market may warrant a Canadian company to further investigate the potential for their products (ie breakfast cereals, potato chips, peanut butter, cheese, canned preparations, convenience foods like microwaveable products and some meats). Exporters should also keep in mind that Thailand hosts in excess of 6 million tourists annually who are housed in one of 25 five star hotels or 140 other hotels.

### **Subjective Observations and Impressions**

Thailand is extremely status conscious and while imported goods continue to be highly sought after, there could also be a strong latent demand for private label products which utilize the names of existing, prominent Thai retail stores. Canadian companies with a history of selling private label goods should consider this market. Little to no private labelling currently exists in Thailand, therefore an education process will need to be implemented. On the positive side, the market is wide open, and there are several end-users who could be very interested in such a concept (Central, Robinsons, Tokyo, Siam Macro).

Exporters should also keep in mind the Thais love for sweets and their habit of continually snacking. The average Thai will sit down to eat 4 or 5 times a day as eating is considered more of a social event than a practical one. Still, their status consciousness causes them to look for different and unique ways of impressing people, and this is often done through buying "different" types of food. Western styled foods, and western brand names are particularly sought after by status conscious Thais. Fads are popular so caution is to be exercised when estimating second