

Unlike fresh fruit, the market for fresh vegetables is not expected to grow significantly. Since the Thai agricultural industry growth rate has only been in the area of 3% a year, many farmers are being encouraged to switch their crops from traditional rice to different vegetables and cash crops. In addition, the Royal Project, an agricultural project endorsed by the Royal Family, has produced alternative selections of vegetables which are then supplied to the domestic market. The production of the Royal Project is substantial enough to limit the growth of imports in this area.

Most of the fresh vegetables shown in the table above are supplied to international hotels. With over twenty-five 5 star international hotels and over 140 local hotels, the hotel market in Thailand is a considerable force in the food market. The six million tourists who visit Thailand annually, and the 278,000 foreigners who live in Thailand also constitute a considerable target market.

While there are opportunities for exports of vegetables, the fruit market is a much larger market with many more possibilities.