

Four major Thai producers dominate the Thai juice market:

Malee	45%
Pigeon	20%
Greenway	10%
UFC	10%
Others	15%

Although the ready-to-drink juice market has recently seen some new entrants into the market and there is more variety and selection than in the past, the juice market is still relatively unsophisticated. A limited variety of juices and forms of packaging are available to consumers who want a selection of products to choose from.

Due to the high heat and humidity of the country and the limited freezer space of both the supermarkets and individual households, concentrated frozen juices have limited demand. However, ample opportunities exist in the retail market in the forms of powders, tetrapaks, plastic containers and to some degree canned products.

Juices from fruits not produced in Thailand such as apple, grape, cranberry, lemon, raspberry, peach, etc. are very limited or non-existent in the Thai market. It is these juices which are likely to have the best potential for sales in Thailand. In addition, supplying juice to the growing wine-cooler industry is another potential area of opportunity (see page 46 for further information).