

the ready-to-drink market. Imports in 1992 were up 15% from the previous year which implies that the juice market is steadily growing in line with the changing tastes and buying habits of the Thais.

Navel orange juice is the most popular type of imported juice, followed by grape and apple. Thailand has a tangerine industry and tangerine juice is widely available freshly squeezed. However, the domestic market can not supply enough orange/tangerine juice to meet the demand. The expatriate population and Thais who have lived and travelled abroad are the main consumers of the imported products. Pineapple, papaya, coconut, watermelon and mango juice are also very popular but are wholly supplied by the domestic market. A very limited grape industry and a lack of an apple industry make these natural markets for Canadian exporters.

THAILAND'S TABLE OF IMPORTED JUICE FOR 1992*

JUICE	TONS	AMOUNT IN BAHT	PERCENT
Orange	157,964	7,799,753	36.78
Grapefruit	20,884	1,131,697	4.86
Pineapple	200	40,031	0.05
Tomato	9,412	393,032	2.19
Grape	123,425	4,021,677	28.74
Apple	<u>117,595</u>	<u>4,941,590</u>	<u>27.38</u>
TOTAL	429,480	18,327,780	100.00

(* Source: Customs Department of Thailand)

JUICE BRANDS CURRENTLY ON THE MARKET

Local Brands

Zick Zack
Malee
Deli
Squeeze
Seaside
Fruitnette
Greenway
Panchy

Imported Brands

Sunpride
Sunquick
Springvalley
Granini
Delmonte
Treetop
S & W

Source: The Nation Database