



Euromonitor
International

Health and Wellness in Thailand

August 2024

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Health and Wellness in Thailand

EXECUTIVE SUMMARY

Health and wellness in focus
Consumer weight trends
Consumer diet trends
Health-related deaths
Blood pressure and cholesterol levels
Diabetes prevalence

DISCLAIMER

HW Hot Drinks in Thailand

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2023 DEVELOPMENTS

Major brands continue to build on their success through health focused innovation
Increasing emphasis on functionality
Sugar remains a prominent concern, but sugar related claims struggle

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Natural is the leading claim, as consumers aim to avoid unnecessary additives

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Organic is leading claim as consumers look to avoid additives and potentially harmful ingredients

Growing interest in functionality

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