



# Nuts in Thailand

January 2026

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## Nuts in Thailand - Category analysis

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#### 2025 DEVELOPMENTS

Nuts offers range of health benefits

#### INDUSTRY PERFORMANCE

Growth driven by health-driven demand and seasonal dynamics

Weather and global trend drive cost fluctuations affecting price volatility

#### WHAT'S NEXT?

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Conflicting forces shaping development of fresh food in Thailand

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Health awareness supports demand, but the desire for convenience presents a challenge

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