



Nuts in Thailand

January 2026

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KEY DATA FINDINGS

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?

Storytelling marketing and product traceability
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EXECUTIVE SUMMARY

Conflicting forces shaping development of fresh food in Thailand

KEY DATA FINDINGS

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

WHAT'S NEXT?

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Rising interest in plant-based and organic food

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