



HW Snacks in Thailand

January 2026

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Better for you snacking expands beyond niche audiences

INDUSTRY PERFORMANCE

Better for you positioning strengthens across savoury snacks and treats
Natural cues remain relevant through ingredient simplicity and snack credibility
No sugar claims gain momentum as sugar reduction becomes habitual

WHAT'S NEXT

Permissible indulgence and functional snacking shape future innovation
Clean label expectations reinforce natural as a supporting claim
No sugar remains central in confectionery as reformulation and variety expand

CATEGORY DATA

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Health and Wellness in Thailand - Industry Overview

EXECUTIVE SUMMARY

Health-driven moderation reshapes everyday consumption

INDUSTRY PERFORMANCE

Sugar reduction becomes a structural health priority
Functional nutrition supports premiumisation across categories
Natural and clean-label cues reinforce trust and reassurance

WHAT'S NEXT

Health-driven innovation becomes more sophisticated and integrated

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