



Euromonitor  
International

# HW Dairy Products and Alternatives in Thailand

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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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