



Opportunities and Challenges for Food Industry in Thailand

30 May 2023

Mr. Visit Limlurcha

Vice Chairman of Thai Chamber of Commerce

Chairman of Processed Food & Future Food Committee (PFC)

Honorary President of Thai Food Processors' Association

Chairman of Thai Future Food Trade Association



Mr. Visit Limlurcha

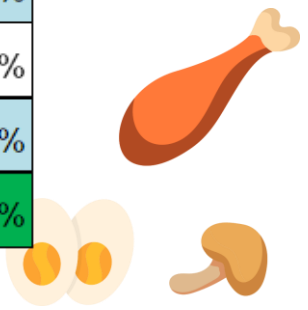


- Vice Chairman of Thai Chamber of Commerce
- Chairman of Processed Food & Future Food Committee
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Value of Global Food Exports in 2022

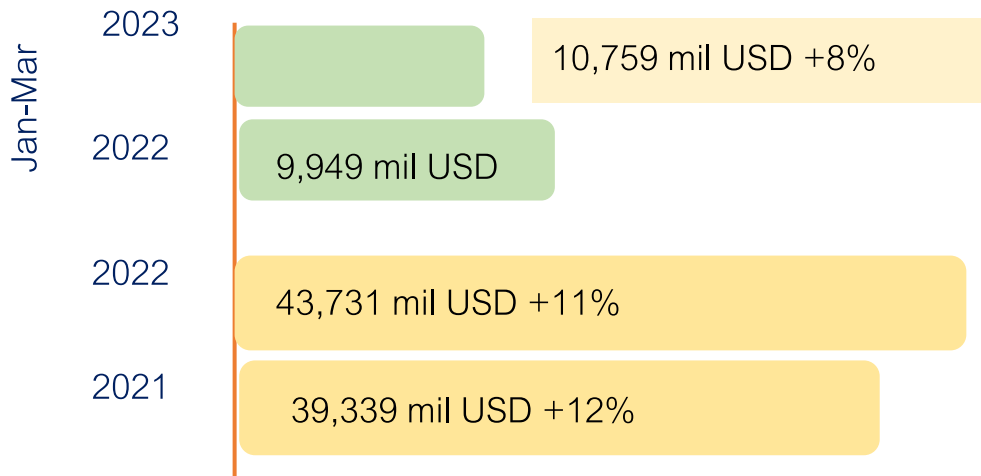
Rank 2021	Rank 2022	Exporter	%share 2021	%share 2022
No. 1	No. 1	USA	10.8%	11.5%
No. 3	No. 2	Brazil	6.0%	8.0%
No. 2	No. 3	Netherlands	6.1%	7.1%
No. 4	No. 4	Germany	5.0%	5.5%
No. 6	No. 5	France	4.7%	5.2%
No. 5	No. 6	China	4.9%	5.2%
No. 7	No. 7	Spain	4.0%	4.5%
No. 8	No. 8	Canada	3.6%	4.3%
No. 9	No. 9	Italy	3.5%	3.8%
No. 11	No. 10	Belgium	2.9%	3.3%
No. 10	No. 11	Indonesia	3.1%	3.3%
No. 15	No. 12	Australia	2.2%	3.0%
No. 14	No. 13	Poland	2.2%	2.8%
No. 13	No. 14	Thailand	2.3%	2.6%



Thai Future Foods Export Value : 2023 Jan-Mar



Thai's Export Value of All Food



Thailand's Rank in the Global Food Export in 2022



Top 14nd

Global Food Exporters



Top 2nd

Asean Food Exporters

Agri Food

Processed Food

45%

55%

Top 5 Products

1. Sugar and molasses : 1,204 mil USD + 32% (%YOY)
2. Cassava products : 1,186 mil USD +1%
3. Rice : 1,125 mil USD + 25%
- 4.. Chicken Products : 1,009 mil USD + 8%
5. Canned and processed seafood : 854 mil USD -7%

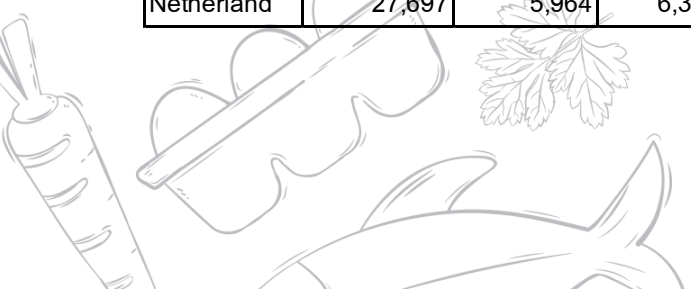
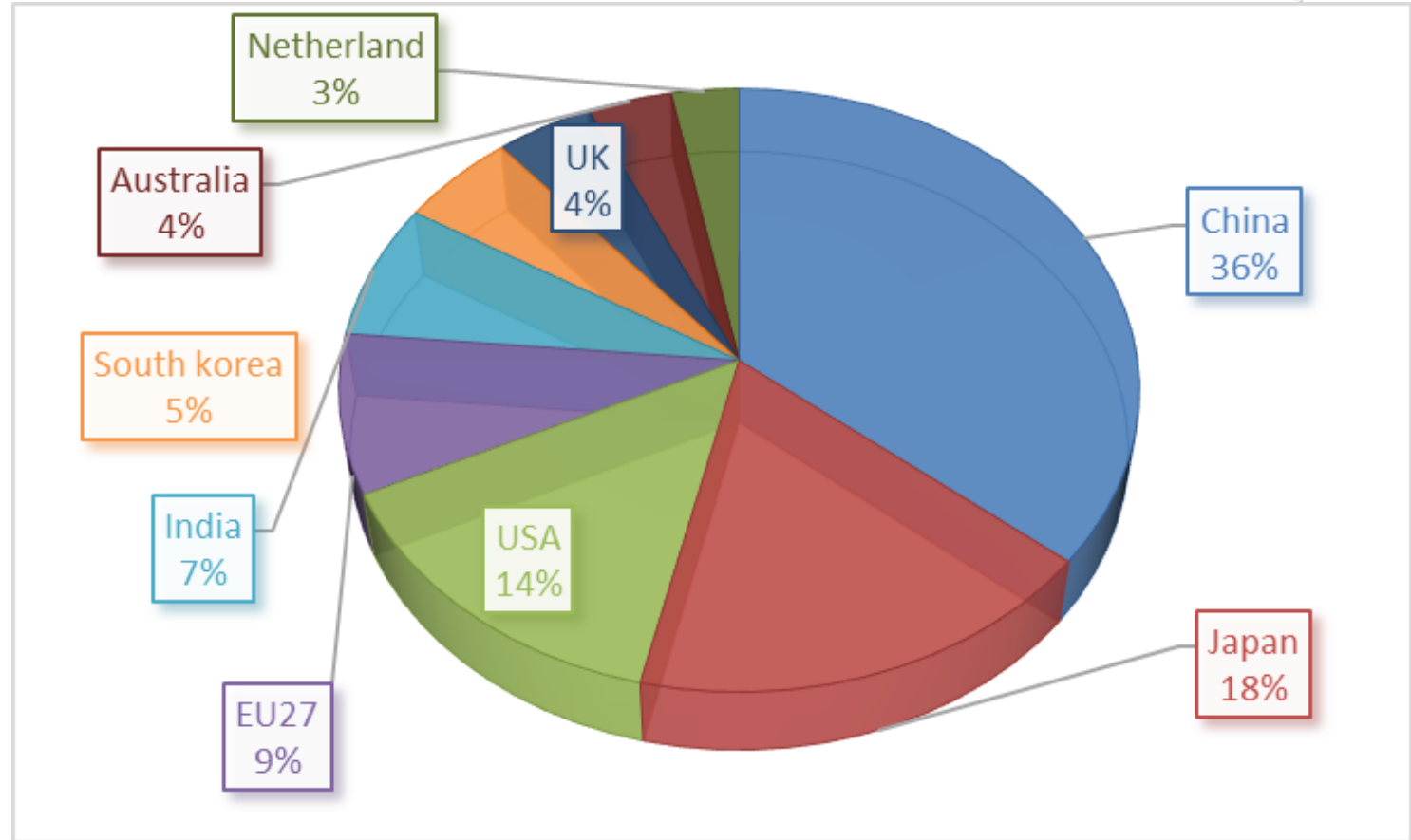


Top 10 Importer of Thai Food Export to World



% SHARE (MIL BAHT)

Top 10 Thai Export Food & Beverage (mil baht)				%YOY	
mil bath	2022	2022 M01-M03	2023 M01-M03	2022	2023 M01-M03
World	1,514,837	324,779	363,106	22%	12%
Asean	350,741	85,458	97,528	26%	14%
China	357,135	57,919	75,470	12%	30%
Japan	162,055	38,667	37,266	17%	-4%
USA	152,383	38,596	30,108	17%	-22%
EU27	78,526	17,716	17,918	28%	1%
India	46,601	8,361	15,261	71%	83%
South korea	40,944	9,887	10,953	53%	11%
UK	37,905	8,450	9,135	41%	8%
Australia	36,303	8,513	7,889	28%	-7%
Netherland	27,697	5,964	6,326	37%	6%



TRADE VALUE OF THAILAND AND EU27

Thai Export Food & Beverage To EU27						%YOY			% share
mil bath	2019	2020	2021	2021	2022	2020	2021	2022	2022
				M01-M03	M01-M03			M01-M03	
Eu27	54,773	61,403	78,526	17,716	17,918	12.1%	28%	1.1%	100%
Netherland	17,110	20,258	27,697	5,964	6,326	18.4%	37%	6.1%	35%
France	5,893	6,299	8,609	1,734	2,749	6.9%	37%	58.6%	15%
Italy	8,645	9,644	11,894	3,362	2,364	11.6%	23%	-29.7%	13%
Germany	8,896	9,991	11,599	2,499	2,116	12.3%	16%	-15.3%	12%
Belgium	2,619	3,106	3,421	701	775	18.6%	10%	10.5%	4%
Ireland	1,414	1,674	2,619	563	734	18.4%	57%	30.5%	4%
Sweden	2,534	2,500	2,510	663	582	-1.4%	0.4%	-12.1%	3%
Denmark	1,005	1,067	1,376	320	400	6.1%	29%	25.1%	2%
Finland	969	1,001	1,413	294	355	3.3%	41%	20.7%	2%
Spain	1,408	1,446	1,827	384	355	2.8%	26%	-7.6%	2%
Other in Eu27	4,281	4,415	5,559	1,231	1,161	3.1%	26%	-5.7%	6%

Thai Import Food & Beverage from EU27						%YOY			% share
mil bath	2019	2020	2021	2021	2022	2020	2021	2022	2022
				M01-M03	M01-M03			M01-M03	
Eu27	25,382	27,776	32,489	7,736	7,326	9.4%	17%	-5.3%	100%
France	4,811	5,215	7,702	1,775	1,687	8.4%	48%	-5.0%	23%
Netherland	3,534	3,606	4,277	801	1,115	2.0%	19%	39.2%	15%
Germany	3,587	5,346	4,384	961	1,013	49.0%	-18%	5.4%	14%
Italy	1,985	2,169	3,083	737	834	9.3%	42%	13.3%	11%
Spain	1,535	1,428	3,076	1,077	682	-7.0%	115%	-36.7%	9%
Ireland	1,217	1,895	2,305	411	447	55.7%	22%	8.8%	6%
Belgium	1,864	1,845	2,309	538	365	-1.0%	25.2%	-32.3%	5%
Denmark	1,140	1,119	1,663	381	361	-1.8%	49%	-5.2%	5%
Poland	709	816	1,069	196	228	15.1%	31%	16.3%	3%
Czechia	331	494	593	155	138	49.3%	20%	-10.9%	2%
Other in Eu27	4,669	3,843	2,028	704	457	-17.7%	-47%	-35.0%	6%



Opportunities

VS

Challenges



Higher economic activity after reopening country



"Global Emphasis on Food Security"



Tourism is gradually recovering in several countries.



New markets negotiation



Freight cost tend to decrease



The trend of world economic recession



Inflation affects consumers' purchasing power



Higher production cost

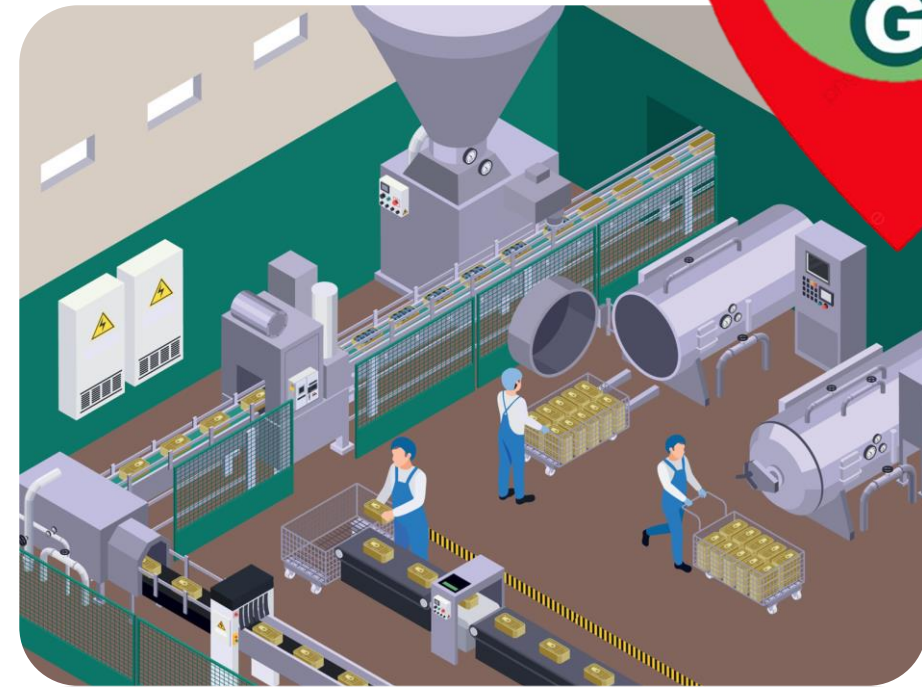
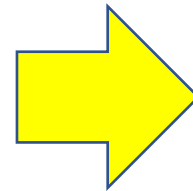


Geopolitical conflicts

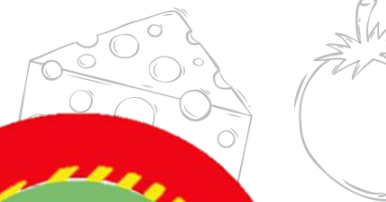


Climate change issues

Bio-Circular-Green Economy Model (BCG)



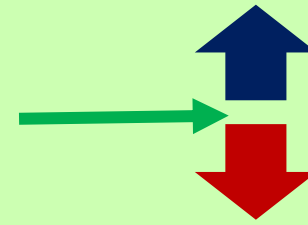
Zero-waste, environment friendly process ,
Use resource as high efficiency



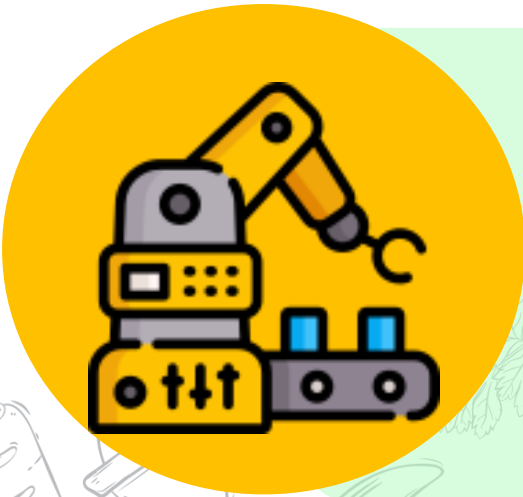
BCG Model for Food & Agri



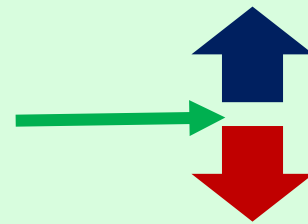
- Ingredients from local produce.
- Smart farming technology
- Digital technology
- Big data
- Eco-friendly packaging



- ✓ Increase productivity
- ✓ Extend shelf life
- ✓ Reduce the use of chemicals
- ✓ Reduce food loss & Food waste



- New machinery
- Research and development of advanced machines
- Digital tracking systems



- ✓ Increase capacity and productivity
- ✓ Create added value from by-products
- ✓ Increase control inventory and trace food safety
- ✓ Reduce energy consumption and labor
- ✓ Reduce waste



The global food trends in 2023



Earth-friendly production

1

Balanced Wellness

2

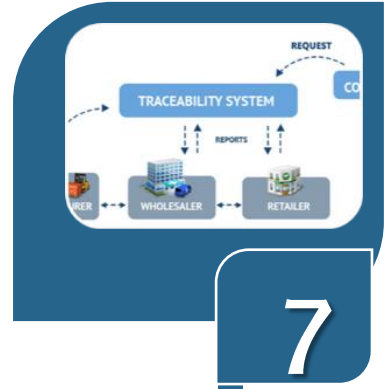
Protein Choices

4

Food Tech Innovation

6

Trust and Traceability



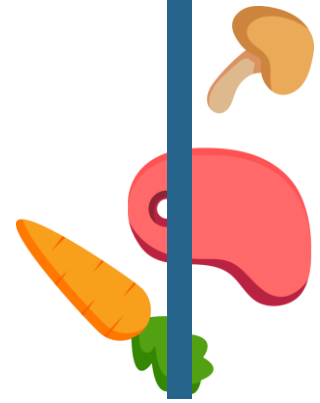
Good Mood

GOOD FOOD = GOOD MOOD

3

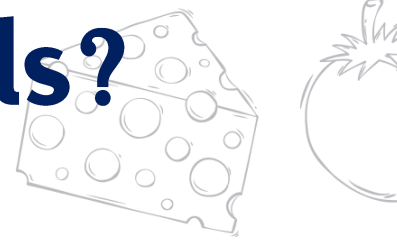
Experiential Eating

5





What are Thai Future Foods?



Whole Foods & Processed Foods



Healthy



Eco Friendly



Safety

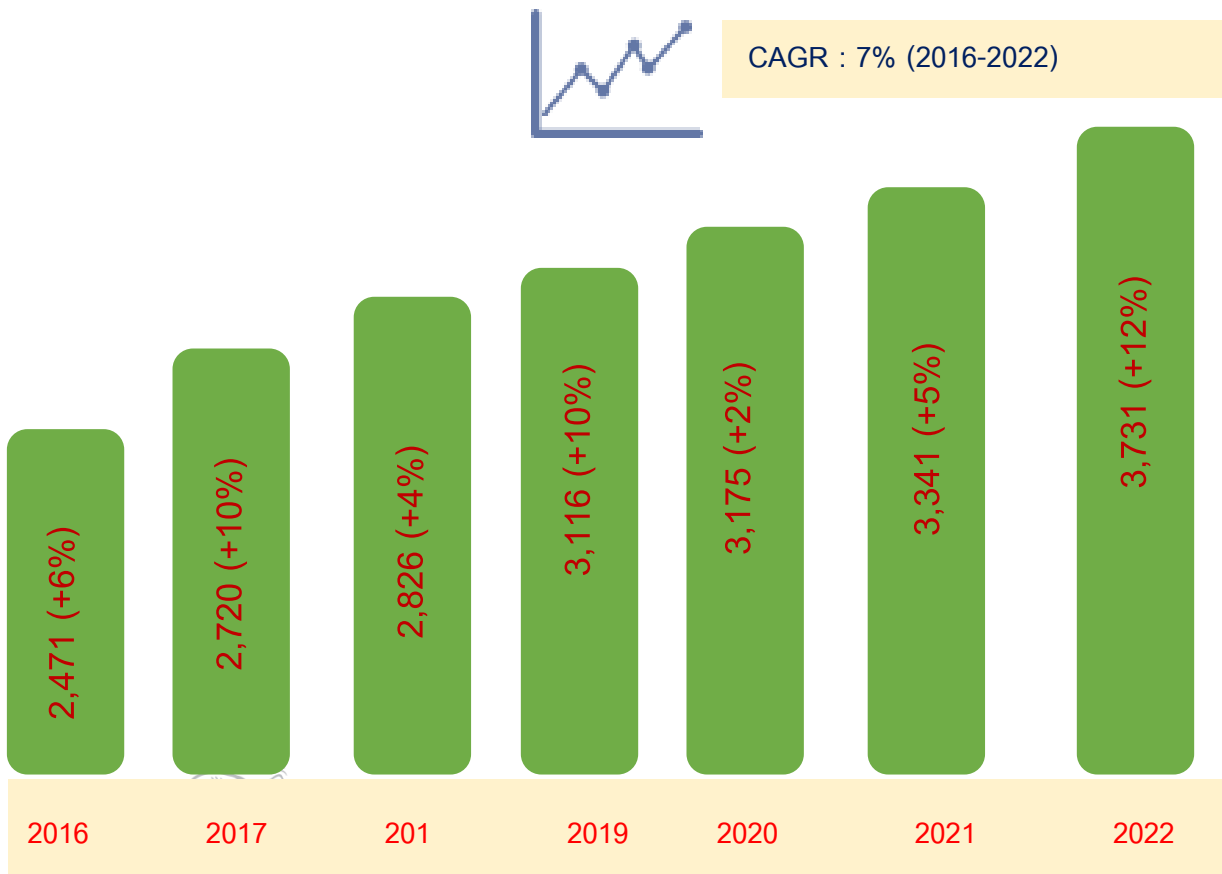


Traceability

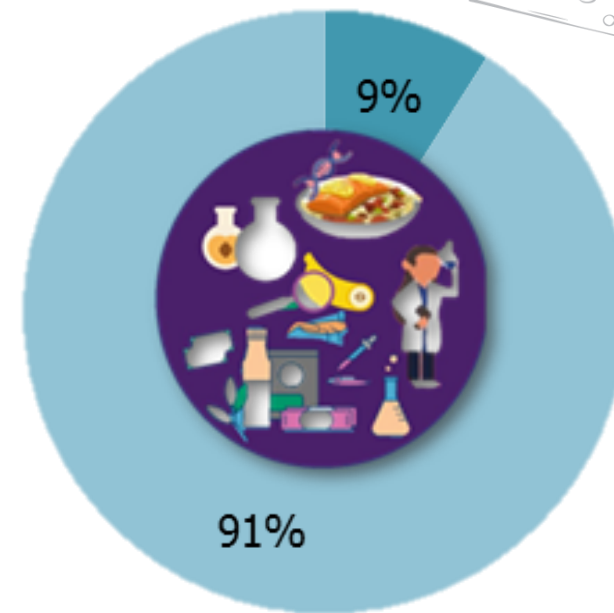


Thai Future Foods Export Value

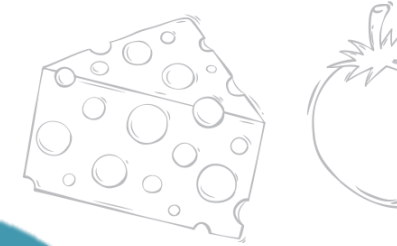
Mil USD % Growth (%YOY)



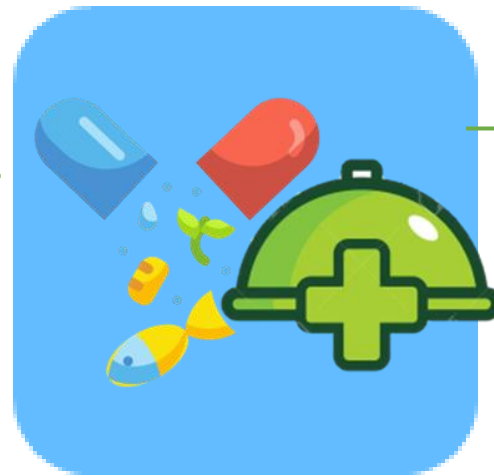
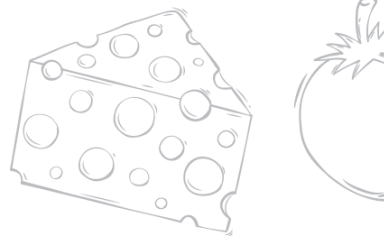
Future Foods



Ratio of
Future Food : All Food :
9 %



Thai Future Foods Category



Functional Foods and Drinks

Novel Foods

Medical Foods

Organic Foods

%Growth in
2022

+22%

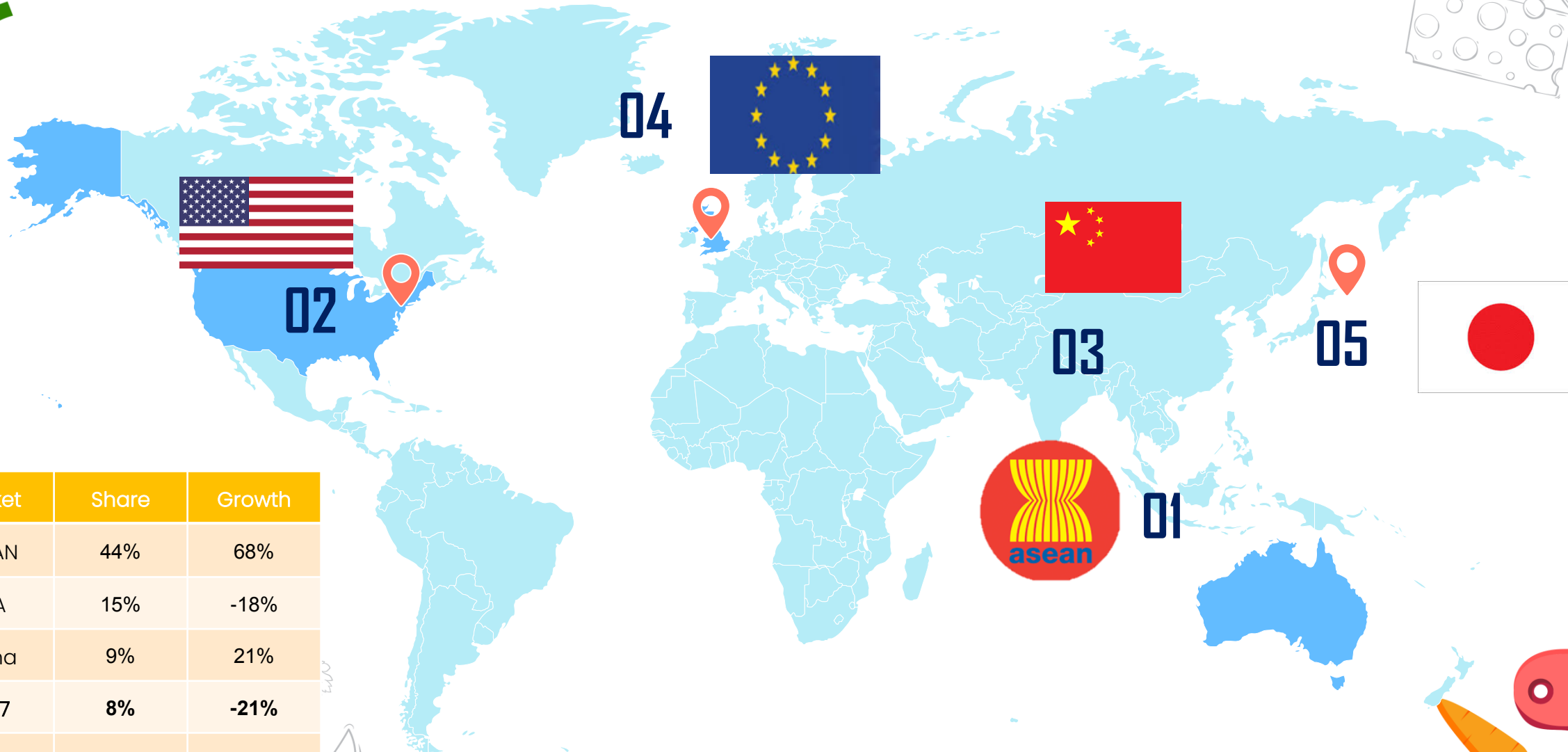
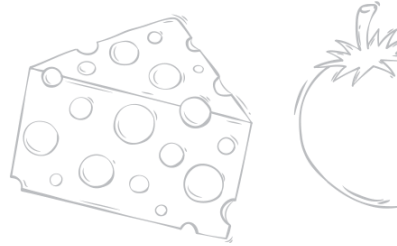
+26%

+40%

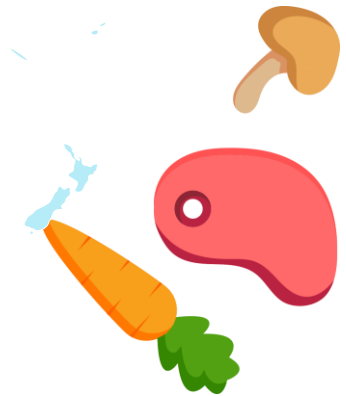
+80%



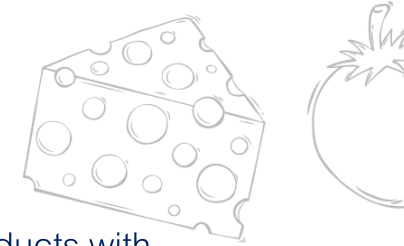
Market of Thai Future Food



Market	Share	Growth
ASEAN	44%	68%
USA	15%	-18%
China	9%	21%
Eu27	8%	-21%
Japan	5%	1%



potential and opportunities for Thailand's future food industry



Abundant and diverse
raw materials

Quality and standard

Thai food products with
a global reputation



Businesses have
expertise

Research and utilization
of new technologies

Collaborative efforts to
promote the future of food



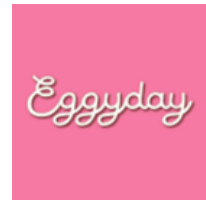
Wen Day on Wednesday



วันพุธ



วัน WEDNESDAY





TOP 5

**BENEFITS OF GOING
Meatless
ON MONDAYS**



1 **REDUCE YOUR RISK OF:** HEART DISEASE OBESITY
CANCER STROKE DIABETES

SAVE **133 GALLONS** OF WATER **SAVE WATER** **2**
WITH EACH MEATLESS MEAL

3 **SAVE ENERGY** **REDUCE YOUR CARBON FOOTPRINT BY 8 POUNDS EACH MEATLESS MONDAY**

REDUCE YOUR FAMILY'S GROCERY BUDGET BY GOING **Meatless** 1X A WEEK **SAVE \$** **4**

5 **SAVE LIVES** **IF ALL AMERICANS PARTICIPATED IT WOULD PREVENT BILLIONS OF ANIMALS FROM BEING FACTORY FARMED**



Use Monday to Take the Next Step Towards Healthy Eating

Skipping meat just one day a week can benefit your health and the health of the environment. We encourage you to get involved to help reduce meat consumption and encourage plant-forward eating.

Thai Future Food



Thai Future Food



Thai Future Food



Thai Future Food



THANK YOU

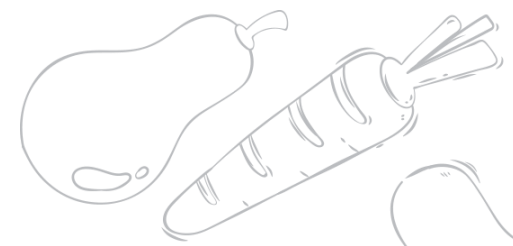


Thai Future Food Trade Association - TFA



thaifuturefood





Thanks!