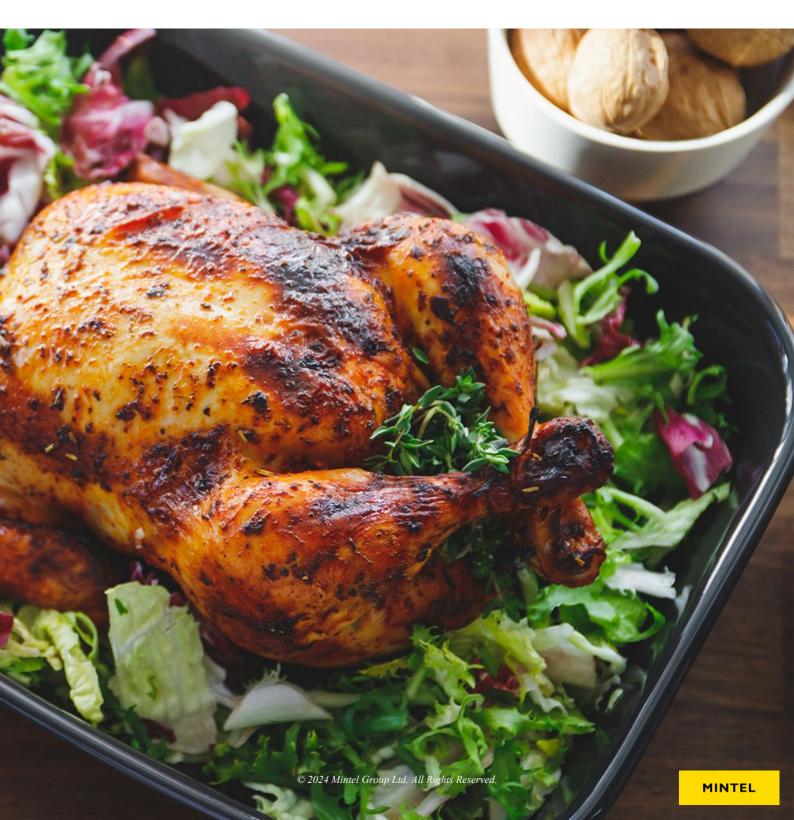
POULTRY CONSUMPTION – RETAIL – THAI CONSUMER – 2021

Drive the future relevance of the poultry category by enhancing poultry's health value, riding on the plant-based trend and offering innovative home-cook solutions.





Report Content

EXECUTIVE SUMMARY

- · What you need to know
- · Mintel's perspective

Market context

- COVID-19 has driven an increase in home cooking of poultry among consumers living with family
- COVID-19 has increased food safety concerns regarding poultry consumption
 - Graph 1: reasons for consuming less poultry during the COVID-19 outbreak, 2021
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What consumers want and why

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- · Consumers want: ethically sourced poultry
- Consumers want: products that enhance the home cooking experience of poultry
- · Consumers want: poultry products curated to specific lifestyles

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- · Provide chef-hacks to enhance the home cooking experience
- · Build sustainability credentials and provide transparent sourcing details
- · Tap into the snacking lifestyle with healthy poultry snacks

Competitive landscape

Domination by market giant sets high competitive and entry barriers

Mintel predicts

- · The outlook for poultry in Thailand
- The marketing mix

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· What you need to know

Added focus on health and the plant-based momentum

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Poultry Consumption – Retail – Thai Consumer – 2021

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- Mintel Trend: Rethink Plastic

Convenience and experience becomes the core of consumers' lives

- Mintel Trend: Life hacking
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What you need to know

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 - Graph 39: share of launches in the poultry sub-category, by top 10 claims, 2018-21
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- Inspiration for enhancing the home-cook experience with meal kits for fancy recipes

Curate poultry products to specific lifestyles

- · Position poultry for muscle building
- On-the-go lifestyle: single serve, convenient and mess-free
- Target the snacking occasion: Frank's RedHot launches boneless chicken bites for snacking in Original and Buffalo flavours
- · Snackification: entry into children's snacking lifestyle

Build ethical and ecological credentials for poultry products

- Transparent sourcing details: pasture-raised, free-range poultry
- Early initiatives with no plastic packaging will help brands go a long way

APPENDIX

• Consumer research methodology

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