

SNACK FOOD – THAI CONSUMER – 2019

The taste vs health conundrum continues to challenge snack food brands in this dynamic and competitive market.



Pimwadee Aguilar,
Associate Director Food &
Drink – Thai Consumer



Report Content

- What you need to know

EXECUTIVE SUMMARY

- Intel's perspective
- The 'better-for-you' imperative dominates the innovation agenda
- What this means
- The future of Thailand's snack food market

KEY TRENDS

- What you need to know

Global trends and how they are playing out in Thailand

- Growing demand for intense experiential stimuli
- Need for convenience peaks in response to the rise of the 'Lazy Economy'
- Getting 'serious' about being more 'relaxed'
- 'All-natural' and 'plant-based' are shortcuts to better health
- The Supernanny State

Key trends impacting snacking in Thailand

- Urbanisation heightens stress and disrupts eating patterns
- Higher stress, louder cries for help
- Managing emotional wellbeing is key to good health
- Category blurring heightens competition
- Crave it, GRAB it
- Rise of overweight and NCDs drive government and individuals to action
- Pressure for savoury snack manufacturers to introduce sodium reduction initiatives mounts
- The ageing society offers new opportunities for healthier snacks
- Opportunities for snack manufacturers

CONSUMER INSIGHTS

- What you need to know

Who are snackers?

- Snacking is universal and frequent

- Graph 1: snacking frequency by gender, August 2019
- Snacking peaks among the young
 - Graph 2: snacking frequency by age, August 2019
- On-the-go lifestyles of the young fuel snacking behaviour
- Future-proof by catering to older demographics

Why do consumers snack?

- Emotions, rather than hunger, drive snacking
- Female snacking more strongly driven by emotion
- Female snacking more strongly driven by emotion
 - Graph 3: emotional and functional snacking drivers, August 2019
- Stress is a key driver across regions
 - Graph 4: emotional drivers for snacking, by region, August 2019

What are consumers snacking on?

- Thais have a broad snacking repertoire
 - Graph 5: snack choices, August 2019
- Be mindful of age-specific snacking repertoires
- Light snacks and nutritious meal substitutes are the future
- Light snacks and nutritious meal substitutes are the future
 - Graph 6: top five innovations consumers look for, August 2019

Snacking occasions

- Occasion and time of day determine snack attributes sought
- Occasion and time of day determine snack attributes sought
- Afternoons represent a crowded space worth competing in
 - Graph 7: snack usage during different times of the day, August 2019
- Intensely indulgent snacks as afternoon treats
- Light, de-stressing snacks for morning and evening
- Indulgent vs healthy: Death of the middle ground
- Nutritious, meal-like snacks help busy consumers get through their days hunger-free
 - Graph 8: interest in meal-like snacks among consumers, by household income, August 2019
- Consumer insights in summary

MARKET APPLICATION

- Opportunities: Key areas of focus

New sensations for afternoon delights

- Attract Millennials with new, novel sensory experiences

- Intense flavours stimulate the senses
- Local flavours see the highest growth
- Taking local cuisines to the next level
- New sensations with exciting textural combinations
- Entertain Gen Z with playful snacks
 - Graph 9: "I want fun snacks that I can play with", August 2019
- More play, more fun

Better-for-you choices

- Healthier snacks, reimagined
- Better-for-you snacks are on the rise
- Oats, brown rice and purple potatoes are prominent new crunch base with fewer calories and a healthier image
- Superfoods are making inroads into snacks
- Fruit snacks still have room to grow
- Salt reduction starts now
- Meet the salt reduction challenge by leveraging natural flavours in lieu of sodium
- Spelling out better-for-you choices with functional benefits to establish purposeful snacking occasions
- Fibre offers benefits beyond digestion
- Highlight the supportive benefits of natural ingredients for mental wellbeing
- Highlight being a better-for-you snack with Healthier Choice Logo
- Higher nutritional literacy triggers demand for more relevant nutrition health claims
- Relevant and authentic claims can ensure long-term successes

Weight management and meal-like snacks

- Lower-calorie snacks to expand for weight watchers
 - Graph 10: % of snack launches with selected negative claims, Oct 2016–Sept 2019
- New snacks are making weight management delicious and easy
- Fast growth in high-protein claims for weight management and post-workout
 - Graph 11: rising positive claims in snack launches, Oct 2016–Sep 2019
- Unconventional high-protein ingredients as a satiating snack with fewer calories
- Meal-like snacks for the on-the-go consumers

Elevated Convenience

- Leverage the growth of eCommerce in Thailand
- Vending machines in condos and offices

Global innovations

- Happy and relaxing global innovations
- Let's tackle stress among Bangkokians with some humour
- High-protein snacks tap into new consumption occasions and broaden the appeal

- 'Daily nut' concept to increase consumption frequency
- Subscriptions for monthly delicious, healthy treats
- Mintel recommends

APPENDIX

- Consumer research methodology

About Mintel Reports Thailand

Access our reports now and get the most accurate, credible and powerful data, insights and analysis. Mintel Reports Thailand gives you everything you need to know about what Thai consumers want and why.

In each report, we're analysing new product innovations, the competitive landscape, as well as consumer behaviours across Thailand. Our local analysts, supported by our team of global experts then translate it into what it means for you.

What makes them unique?

- ✓ Key trends
- ✓ Consumer segmentation
- ✓ Local and global expertise

How Mintel Reports Thailand will help your business grow:

01

Identify future opportunities by understanding what Thai consumers want and why

02

Make better decisions faster by keeping informed on what's happening in markets across Thailand

03

See the trends and innovations impacting you on a local and global level

BUY THIS REPORT NOW

€2600.00 | £2195.00 | \$2995.00*

store.mintel.com | store@mintel.com

Americas: +1 (312) 932 0400
China: +86 (21) 6032 7300
Germany: +49 (0) 211 3399 7411
India: +91 22 4445 1045
Singapore: +65 6653 3600
Thailand: +66 2 821 5122
UK: +44 (0) 20 7606 4533

*These prices are correct at time of publication, but are subject to change due to currency fluctuations.

MINTEL

Disclaimer

This is marketing intelligence published by Mintel.
The consumer research exclusively commissioned by Mintel was conducted by a Thai licensed market survey agent ([see Research Methodology Asia-Pacific for more information](#)).

Terms and Conditions of use

Any use and/or copying of this document is subject to Mintel's standard terms and conditions, which are available at <http://www.mintel.com/terms>

If you have any questions regarding usage of this document please contact your account manager or call your local helpdesk.

Published by Mintel Group Ltd

www.mintel.com
email: store@mintel.com

Help desk

UK	+44 (0)20 7778 7155
US	+1 (312) 932 0600
Australia	+61 (0)2 8284 8100
China	+86 (21) 6386 6609
India	+91 22 4090 7217
Japan	+81 (3) 6228 6595
Singapore	+65 (0)6 818 9850