



**Euromonitor
International**

Chocolate Confectionery in Thailand

July 2026

Table of Contents

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Chocolate Confectionery Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Chocolate Confectionery

INDUSTRY PERFORMANCE

Countlines Lead Sales While Chocolate Pouches and Bags Post Rapid Growth

Shift Towards Everyday Snacking Drives Product Innovation

Insight-Driven and Fandom-Led Marketing Drives Engagement and Repeat Purchases

Chart 2 - Value Sales 2021-2031

Chart 3 - Volume Sales 2021-2031

Chart 4 - Value Sales by Category 2026

WHAT'S NEXT?

Affordability Pressures Expected to Drive Local Expansion and Volume Growth

Format Polarisation Set to Support Affordability and Premium Gifting

Marketing and Product Innovation to Reshape Demand Towards Engagement and Quality

Chart 5 - What's Next? for Chocolate Confectionery

Chart 6 - Forecast Value Sales 2021-2031

Chart 7 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Leading Players Sustain Positions Amid Marginal Gains by Emerging Brands

Chart 8 - Company Shares 2026

Chart 9 - Brand Shares 2026

CHANNELS

Convenience Stores Lead, While Supermarkets Capture Premium Demand

E-Commerce Grows From a Low Base, Led by Platform-Driven Demand

Chart 10 - Retail Channels 2021-2026

PRODUCTS

Cadbury Dairy Milk Mousse Focuses on Texture and Format Innovation

Chart 11 - Cadbury Dairy Milk Mousse

Beng Beng Double Chocolate Combines Multipack Formats and Collectable Integration

Chart 12 - T-Pop Collectable Marketing

ECONOMIC CONTEXT

Chart 13 - Economic Context for Chocolate Confectionery

Chart 14 - Real Gdp Growth 2021-2031

Chart 15 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 16 - Consumer Context for Chocolate Confectionery

Chart 17 - Population 2021-2031

Chart 18 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

EXECUTIVE SUMMARY

2026 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 19 - Key Industry Trends for Snacks

INDUSTRY PERFORMANCE

Modest Growth Continues as Snacks Compete for Everyday Spending

Fandom-Led Campaigns Strengthen Relevance among Younger Demographics

Chart 20 - Bus Fandom Campaigns

Mondelez Leverages Affordability and Emotional Branding to Win Trial

Chart 21 - Value Sales 2021-2031

Chart 22 - Value Sales by Category 2026

WHAT'S NEXT?

Affordable Indulgence Is Expected to Sustain Growth Momentum

Savoury Snacks Set to Maintain Leadership as Ice Cream Accelerates Growth

Cultural Relevance and Health Positioning to Shape Brand Strategies

Chart 23 - What's Next? for Snacks

Chart 24 - Forecast Value Sales 2021-2031

Chart 25 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Pepsico Leverages Innovation and Partnerships to Secure Leadership

Chart 26 - Company Shares 2026

Chart 27 - Brand Shares 2026

CHANNELS

Hypermarkets Lead Sales as Convenience Retailers Record Strongest Gain

Shopee and Tiktok Shop Support Online Discovery and Trial

Foodservice Innovation and Cj Express Expansion Drive Access and Engagement

Chart 28 - Retail Channels 2021-2026

PRODUCTS

Health Consciousness and Cultural Identity Shape Product Development Priorities

Fandom Integration and Entry-Level Positioning Headline Recent Launches

Chart 29 - Mondelez Launches Tigo

ECONOMIC CONTEXT

Chart 30 - Economic Context for Snacks

Chart 31 - Real Gdp Growth 2021-2031

Chart 32 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 33 - Consumer Context for Snacks

Chart 34 - Population 2021-2031

Chart 35 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/chocolate-confectionery-in-thailand/report.