



HW Dairy Products and Alternatives in Thailand

January 2026

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2024 DEVELOPMENTS

Functional nutrition reshapes everyday dairy consumption

INDUSTRY PERFORMANCE

Functional fortification becomes a core growth driver
Mineral enrichment supports bone and overall health positioning
Vitamin-fortified dairy maintains broad consumer appeal

WHAT'S NEXT

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Mineral fortification remains a long-term health priority
Vitamin-enriched dairy aligns with preventive wellness trends

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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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