

“Opportunity and Potential of Thailand’s Food Industry”

SeaValue



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TOPIC

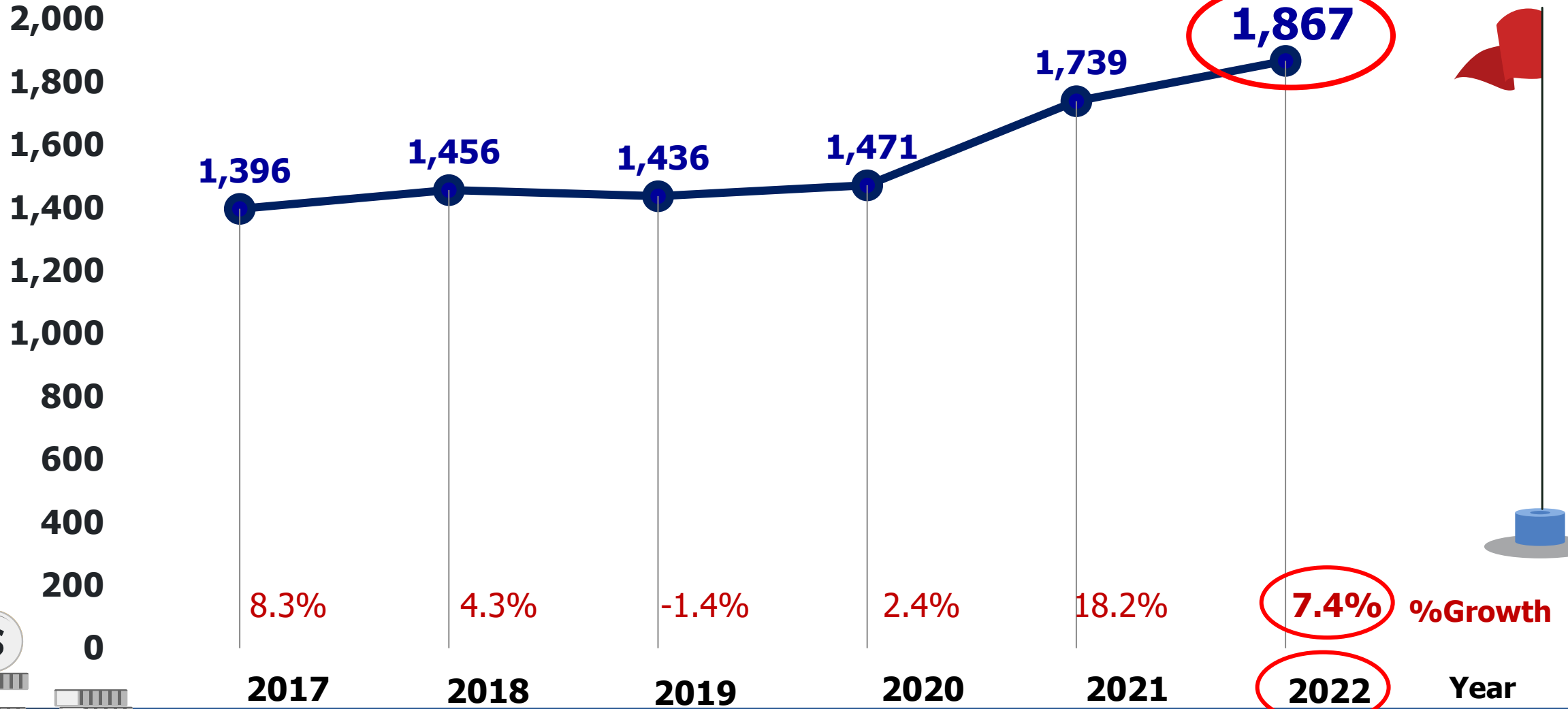
1. Global Food Trade Situation in 2017-2022
2. Thai Exports of Food Products in 2021 - 2023f
3. Opportunities and Threatens of Thai Food Industry
in the second half of 2023



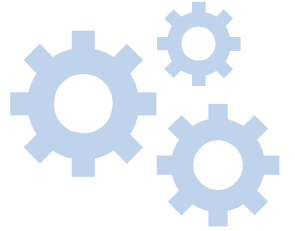
1. Global Food Trade Situation in 2017-2022

Global Food Trade Value in 2017-2022

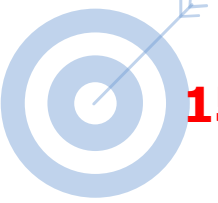
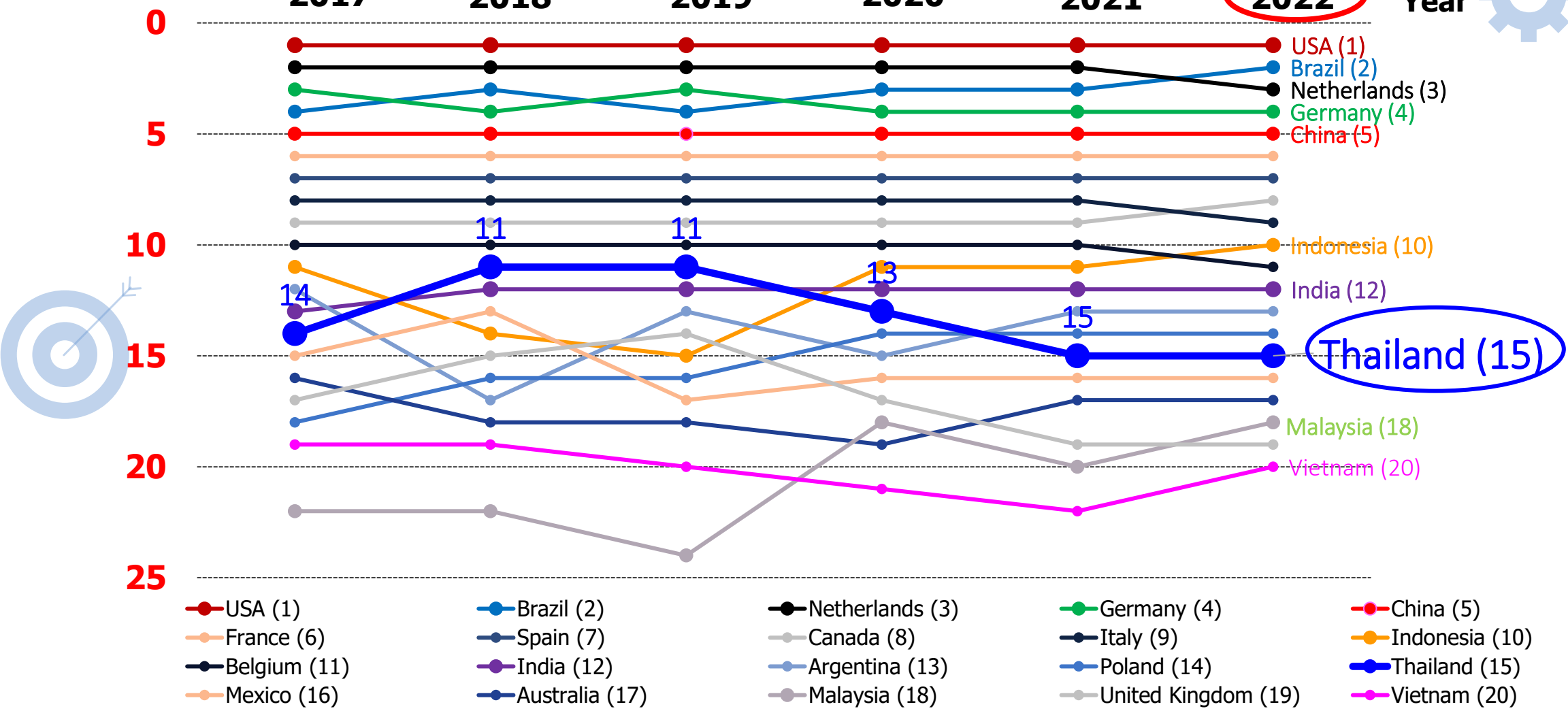
VALUE: BILLION US DOLLARS



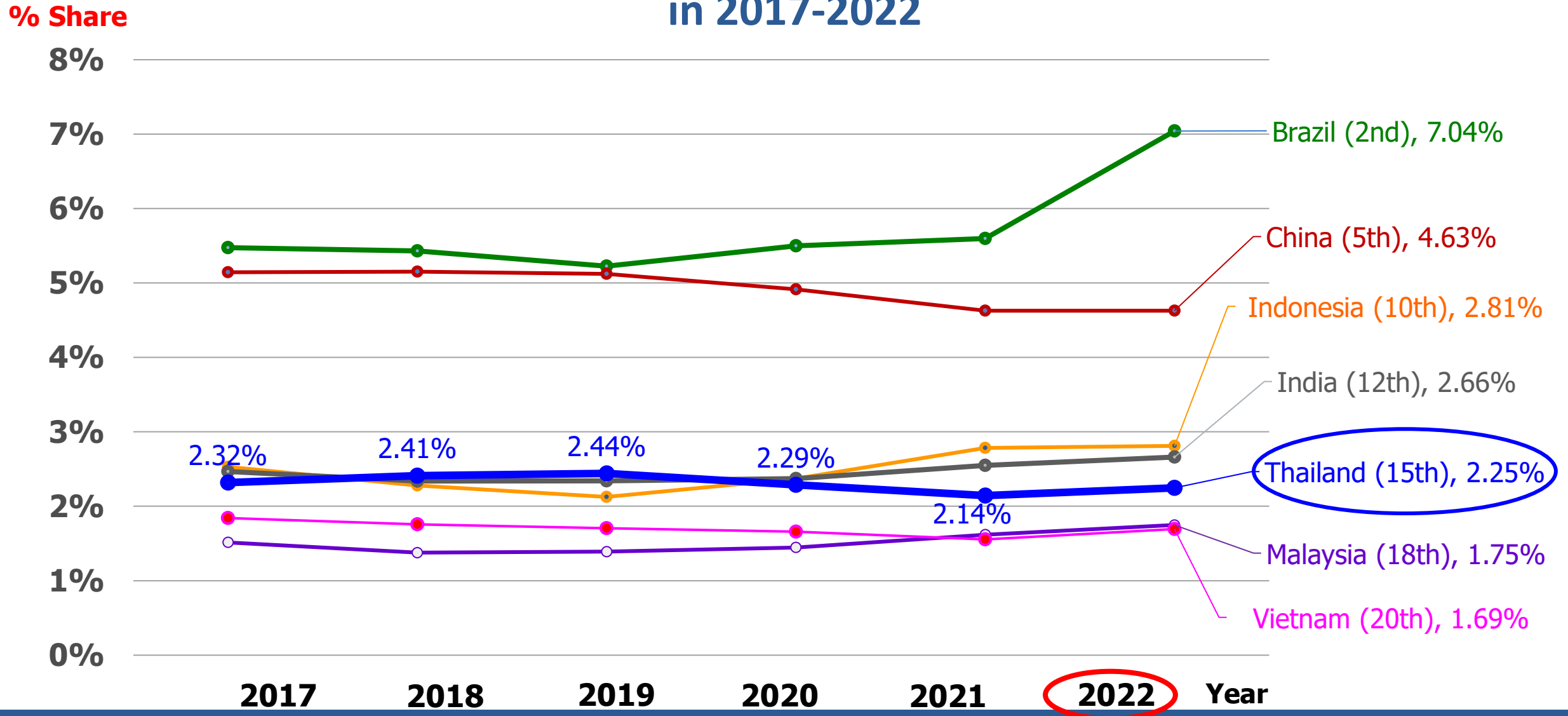
TOP 20 Countries Exporters of Food Products in 2017-2022



World Ranking



Global Food Market Share of Thailand and Competitors in 2017-2022

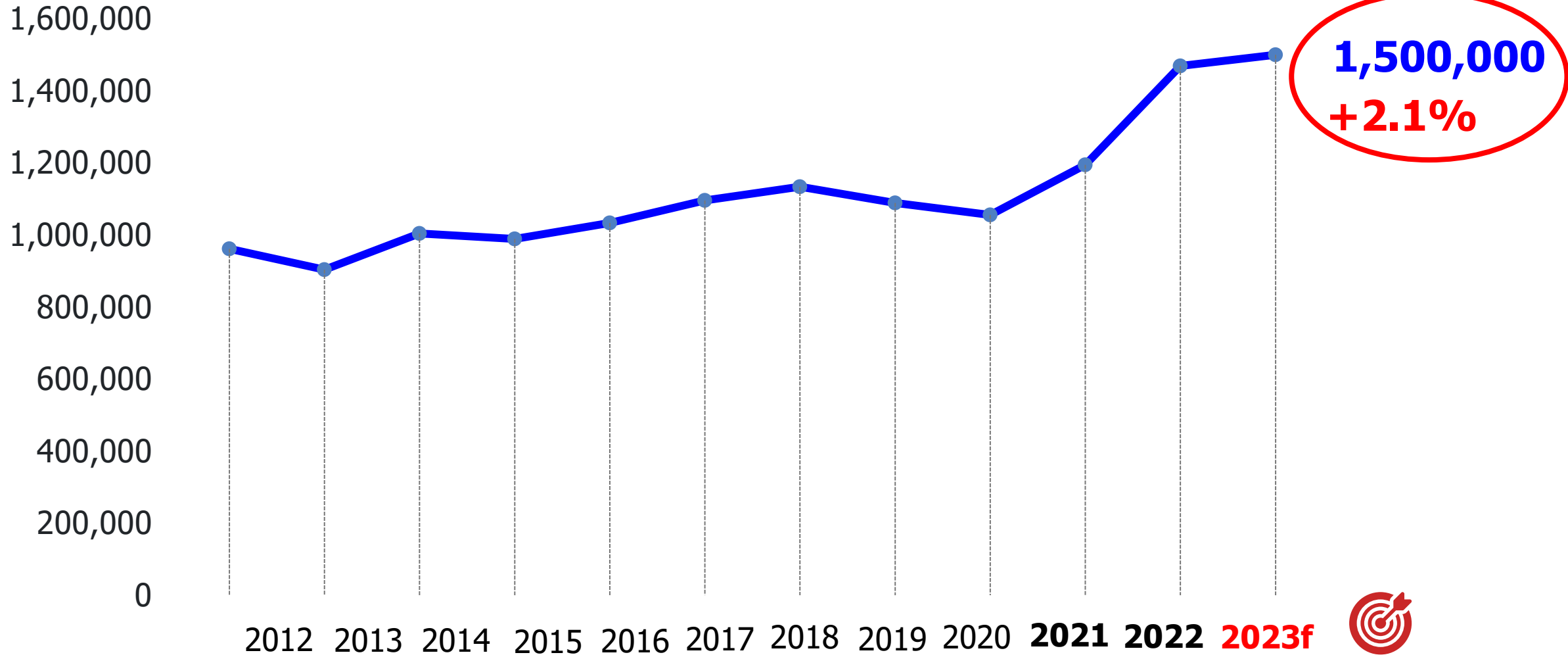




2. Thai Exports of Food Products in 2021 - 2023f

Thai Export of Food Products in 2012- 2023f

VALUE: MILLION BAHT



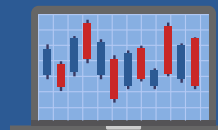
Thai Export by Food Categories in 2021- 2023f

Value:
Million Baht

Food Categories	2021	2022	%Share 2022	2023f	%Share 2023	%Growth 2022/2023f
Total	1,194,475	1,469,475	100%	1,500,000		▲ 2.1%
1 Vegetables	159,118	152,463	10%	180,540		▲ 18.4%
2 Chicken	105,964	147,734	10%	155,334		▲ 5.1%
3 Rice	109,773	138,481	9%	146,158		▲ 5.5%
4 Granulated sugar	49,470	107,002	7%	115,118		▲ 7.6%
5 Tapioca starch	80,287	96,880	6%	88,156		▼ -9.0%
6 Canned tuna	60,332	79,406	5%	80,956	5%	▲ 2.0%
7 Petfood	65,391	85,211	6%	78,268	5%	▼ -8.1%
8 Beverages	60,566	68,781	5%	70,429		▲ 2.4%
9 Shrimp	49,865	52,601	4%	48,016	3%	▼ -8.7%
10 Coconut	23,435	29,183		31,362		▲ 7.5%
11 Condiments	29,901	31,806		29,657		▼ -6.8%
12 Ready to eat Food	20,254	22,795		25,016		▲ 9.7%
13 Pineapple	19,993	23,869		20,908		▼ -12.4%
14 Future food*	6,547	9,148		8,582		▼ -6.2%
Others	353,579	424,044	29%	421,499		▼ -0.6%



2022,
15%share





3. Opportunities and Threatens of Thai Food Industry in the second half of 2023

3. Opportunities and Threatens of **Thai Food Industry** in the second half of 2023

5 Opportunity factors

- 01** Government's recovering policy and reopening the country after COVID19 situation result in economic growth *in agro-industry, food, tourism, service, trading and investment.*
- 02** Shortage of food in the whole supply chain leads to more **food consumption** in developing countries and regional market following the economic recovery after *COVID19.*
- 03** Concern about **food safety** causes many countries and consumers to reserve more food.
- 04** Thai food products have **high-quality, high-standard and safe** which can be inspected and traced back to the producer and are accepted by global import market.
- 05** **China reopens the country and lifts Zero- COVID19 policy** which benefits the trade volume and transportation making them to be more convenient, especially in the southern part of China.

6 Threaten factors

- 01** Cost of production rises from the energy price such as electricity, oil, gas, minimum wage, etc.
- 02** Concern of Thai economy arises from the currency fluctuation.
- 03** Concern of economic conditions and bank problems in the **United States** affect the purchasing power and trust of the consumers.
- 04** The continuous depreciation of Japanese Yen affects the purchasing power of Japanese people and the ability to import foreign goods.
- 05** The inflation continually pressures the purchasing power of **global consumers**, especially in developed countries which are the main market of Thailand such as the United States, Europe, Japan.
- 06** **Agricultural products which are the significant materials decrease in quantity and cost higher** such as factory-pineapple, cassava root, shrimp, tuna.



THANK YOU