



Thailand Market Summary & Category Data for Fish & Seafood - Albacore



Economic Indicators

- GDP (USD Billion): **509**
- GDP per capita (USD): **7,379**
- Currency: **THB** (Thai Baht)
- Exchange Rate: 1 THB = **0.041 AUD** (23/5/2022)
- Mercer's 2019 Quality of Living Ranking (2020 report not released due to COVID-19): Bangkok - **133rd**
- Human Development Index: **0.777** and ranked **79th**
- Logistics Performance Index: **3.41** and ranked **32nd**
- Ease of Doing Business Rankings: **21st**

Source: Trading Economics, World Bank, Mercer, DFAT

- **Trade Agreements:**

- Thailand is a part of 36 Bilateral Investment Treaties (BITs).
- Thailand is also a part of the ASEAN-Australia-New Zealand Free Trade Agreement (AANZFTA) and the Australia-Thailand FTA.
- Additionally, Thailand is also a member of the Regional Comprehensive Economic Partnership (RCEP) with 14 other countries, including Australia. This was signed in 2020 but is not in force yet.

Source: <https://investmentpolicy.unctad.org/country-navigator>



Demographic Indicators

- Total Population (million): **69.95**
- Expatriate Population (million): **2.58**
- Population Growth: **0.22%**
- Median Age: **40.1**
- Urban Population: **51.4%**
- **Population Ethnicity:**
 - 97.5% Thai
 - 1.3% Burmese
 - 1.2% Others (including Chinese, Cambodian)
- **Dominant Religious Groups:**
 - 94.5% Buddhist
 - 4.29% Muslim
 - 1.17% Christian
 - 0.04% Other

Source: Trading Economics, World Bank, Statistics Body for individual countries



Consumer Behaviour & Societal Trends

Key Trends:

- The Thai food retail industry is rapidly growing, owing to Thailand's rising economic growth and an increase in its middle-income population that has increased levels of disposable income. With Thailand's increase in urbanisation, the food industry has become intrinsic to Thailand's economic growth and contributed 23% to the GDP in early 2020.
- The onset of the pandemic has brought about an increase in wellness products that strengthen the immune system and enhance the overall health of consumers. Consumers are also becoming more environmentally conscious and are gravitating towards sustainably produced food goods.
- Food delivery services have rapidly grown owing to an increase in demand due to lockdowns and movement restrictions. This growth is anticipated to continue as consumers become habituated to the convenience such delivery platforms offer.
- Nevertheless, dining out is a crucial part of Thailand's social culture, with most consumers viewing it as an event that offers sensory experiences that cannot be experienced through food delivered home.
- As reported by HKTDC Research, 81% of Thai consumers anticipate spending at the same current levels, or even more on dining out and meal deliveries over the next three years.
- While the pandemic in 2020 led to a decrease in consumer spending by -1.6%, this is predicted to recover in 2021, at a growth rate of 2.2% year on year. This will be additionally supported by government spending.
- Consumers are increasingly influenced by food quality, presentation, geolocation, and the overall experience when deciding where to dine out. The importance of price and availability has decreased, also aggravated by an increase in social media penetration.

- Thailand's adoption of the internet and social media has risen, and this trend is anticipated to continue to increase. Over the years leading to 2025, the Food & Beverages segment within the E-Commerce space in Thailand is expected to rise at a compounded annual growth rate of 10.46%, rising to a value of US\$2.86bn.

Source: Nielsen, Mintel, McKinsey, USDA

Digital Adoption:

- Thai consumers spend approximately 9 hours and 6 minute daily online and about 2 hours 59 minutes is spent on social media sites and apps.
- As of January 2022, there were 54.50 million internet users in Thailand, across all devices with a penetration rate of 77.8%.
- As per the 'Digital 2022' report, there are 56.85 million Thai active social media users with a 81.2% penetration rate. This is a 3.4% increase compared to April 2021.
- Google is the most popular site with a monthly traffic of 310m visits. It is followed by Youtube with 144m visits and Facebook at 75.9m. Pantip.com gets about 50.9m monthly visits.

Source: Digital in 2022 Report





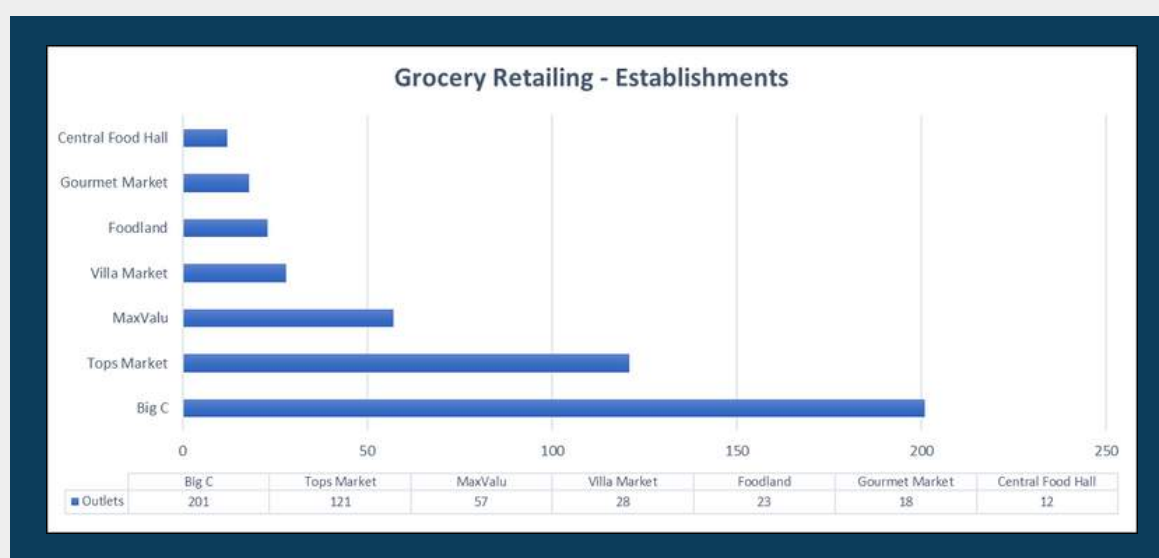
Grocery Retail Channel Developments

Key Trends:

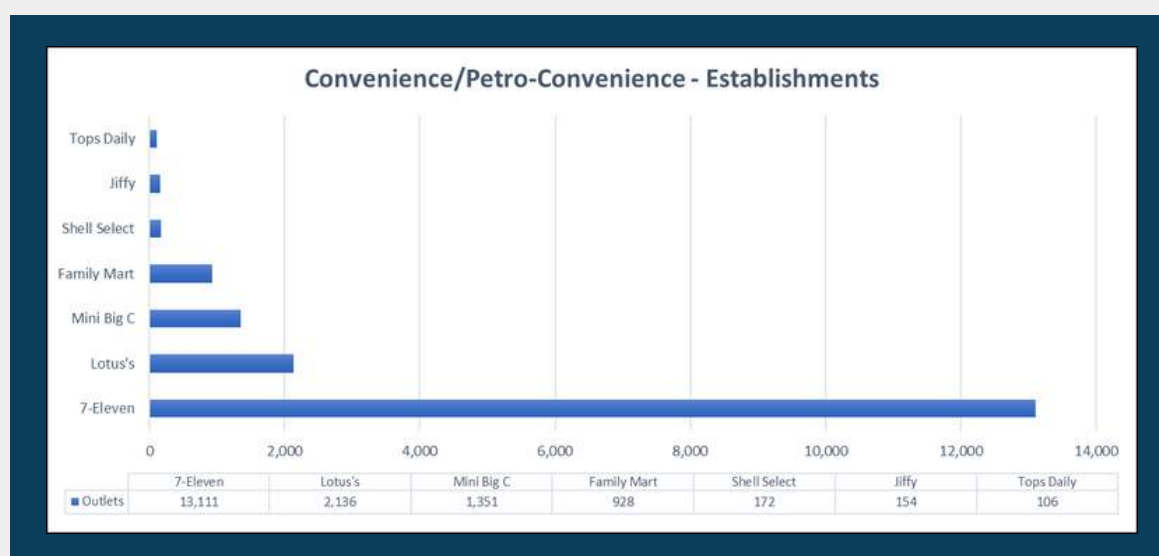
- With the rise in the middle-income class in Thailand, supermarkets in the country continue to grow. This is also a result of the low unemployment levels in Thailand, as well as access to higher levels of disposable income and overall low-interest rates.
- To stand out from their competitors, supermarket chains in Thailand continue to innovate with physical stores offering features like in-store cooking services, dine in corners, ready to eat meals and a wide range of high-quality products.
- Tops Market continues to dominate the supermarket channel. It continues to hold onto its growing consumer base by offering membership programs, promotions and other innovative services. Other established brands such as Villa Market are also aggressively increasing the number of stores, and are expecting to launch 4-5 new outlets annually. This is in direct contrast to Foodland, a chain that is reducing its rate of expansion so that it can pay increased attention to its 'Took Lae Dee' chain of restaurants.
- Hypermarkets are performing the least positively of all the grocery retail channels. This is possibly due to the shift in Thai preference towards local neighbourhood stores that are more conveniently located, even if they cannot offer the same low prices as hypermarkets.
- Since there is a lowered importance of the price of the product in the mind of the Thai consumer when deciding on purchases, hypermarkets are trying to attract customers by offering initiatives such as in-store cafes and playgrounds for children.
- In a bid to increase customer visits to stores, hypermarkets are using the internet to implement a new 'O2O' operations model that links online and offline channels. This may also be considered a response to the increased internet and social media penetration rates within Thailand.

- Rapid urbanization and the growing number of time-poor consumers in Thailand has led to the swift expansion of the number of convenience stores in Thailand. With the increase in various services being offered, it is expected that this growth will rise even further over the coming years.
- The economic challenges resulting from efforts to curb the spread of COVID-19 are likely to endure through the forecast period and beyond 2025; as a result of this, the opportunities for supermarkets to develop their offerings beyond essential items are likely to be limited outside of upmarket operators. The key goal of these upmarket operations will be to appeal to the channel's relatively affluent consumer base liking to experience fresh produce, meat and fish from imported markets.

Grocery Retailing Brand Outlets:



Convenience/Petro-Convenience Brand Outlets:



Source: Euromonitor



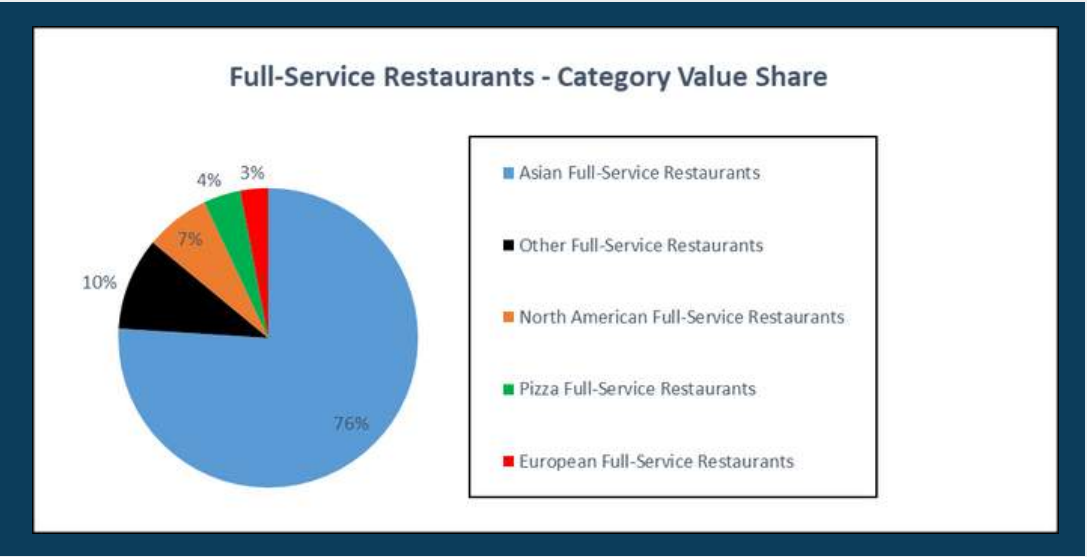
Foodservice Channel Developments

Key Trends:

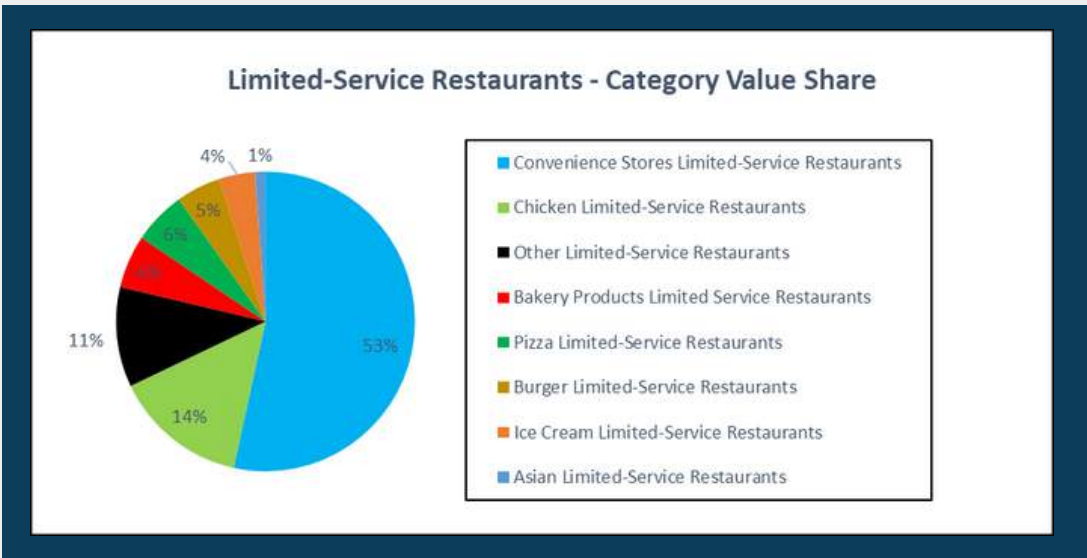
- Thailand is one of the major Southeast Asian countries to have a huge consumer food industry, with an important source of revenue for this industry being inbound tourists.
- Thus, due to the pandemic and restrictions on movement and international travel, revenue and sales for consumer foodservice outlets across Thailand has significantly dropped.
- Thailand's consumer foodservice industry is highly fragmented with multiple independent operators. To supplement dwindling sales during the lockdowns of 2020-21, many such operators began collaborating with third-party delivery companies to offer takeaways and food deliveries.
- Full-service restaurants also jumped onto the home delivery trend during the pandemic, with some establishments such as MK restaurants launching additional innovative ideas such as providing a free pot for hot pot orders.
- A large part of the Thai restaurant industry comprises full-service restaurants. The most popular global cuisine continues to be Japanese food, with Italian, Chinese, American, and Vietnamese following closely behind.
- In 2020, established full-service restaurant brands like Sizzler, S&P and Yoshinoya launched promotions, such as buy-one-get-one-free deals, predominantly aimed at customers who were working from home. Other restaurants launched menu options with increased health and wellness benefits.
- During the pandemic, limited-service outlets witnessed a drastic decrease in sales due to the complete ban on international travel. Due to the fall in inbound tourist numbers, most limited-service outlets had to tweak their menus to cater to local tastes and preferences.

- Consumer preferences have undergone a shift with the growing usage of social media and the internet, with most Thai customers wanting to share their experiences online. Most Thai consumers are now noted to place a lot of importance on the quality and presentation of the food while dining out.
- A growing number of Thai consumers chose restaurants based on their research online done on their cellphones. Consequently, the physical location of the foodservice outlet is no longer as important as the outlet's presence on search engines and sites like Google Maps.
- The Thai foodservice sector is expected to grow at an overall compound annual growth rate of 4.19% over the next 5 years leading up to 2026

Full-Service Restaurants - Category Value Share:



Limited-Service Restaurants - Category Value Share:



Source: Euromonitor



Food & Drink e-Commerce Channel Developments

Key Trends:

- Before the advent of the pandemic in Thailand, the food & drink e-commerce sector was growing slowly but steadily, as more retailers introduced their online presence and consumers became more trustworthy of the online shopping experience.
- Since the pandemic, online grocery retail has grown rapidly, with outlets launching online home delivery options in partnership with mobile delivery services. This was particularly done to lessen the impact of lockdowns and restrictions on store capacities.
- As reported by the FFTC Agricultural Policy Platform, about 41% of Thai consumers used a food delivery service during the height of the pandemic.
- Online food delivery services are growing significantly in Thailand. By the end of 2021, the online food delivery segment is forecasted to be valued at US\$329m and is anticipated to reach US\$455m by 2024, at a compound annual growth rate of 11.35%.
- In an effort to reduce wastage and ocean pollution, the Thai government banned single-use plastic bags at major retail stores in early 2020. Such policies have accelerated the rise of online grocery shopping while decreasing the desire to shop in-store.
- Traditionally, key players prioritized urban areas in Thailand, where consumers typically had greater purchasing power and were more likely to be tech-savvy. However, more players are shifting their focus to relatively untapped, secondary locations.
- To attract more customers, multiple retailers are focusing on out-of-the-box initiatives in collaboration with mobile delivery service platforms, such as Central Food Retail's partnership with GrabFood to introduce a promotion for customers on Valentine's Day.

- Even as Thai consumers continue to prefer convenience stores for their purchases, online platforms have witnessed notable growth, predominantly due to the increase in spending by the middle-income consumer group. As per the FFTC Agricultural Policy Platform, there was a 90% increase in sales of e-commerce brands.
- As reported by the Electronics Transactions Development Agency, Thai Generation Y consumers are the main drivers of online delivery services, accounting for more than 50% of all transactions.

Key E-tailers:

- The predominant online grocery platforms in Thailand are Honest Bee, Happy Fresh, Delishop, Big C, Tesco Lotus, and Tops.
- In Thailand, the four main online food delivery platforms include Line Man, GrabFood, Get and FoodPanda. More than 80 percent of all online food orders in Thailand are processed through such food delivery applications.

Source: Euromonitor

Seafood Consumption in Thailand

- Fish and seafood supply per person in Thailand is valued at 29.17 kg as of 2017 according to the United Nations Food and Agricultural Organization (FAO).
 - Food supply is defined as food available for human consumption. At a country level, it is calculated as the food remaining for human use after deduction of all non-food utilizations

Source: FAO, 2021





Market Access Requirements

Key Regulators:

- Food & Drug Administration (FDA): This department works as part of the Thai Government's Ministry of Health. Its main responsibility is to manage the compulsory registration process of all imported pharmaceuticals, food, supplements or other drug-related substances into Thailand.
- Department of Foreign Trade: Working under the Thai government's Ministry of Commerce, this department manages the administration of affairs relating to international trade, including regulation in Thailand.
- Customs Department: Also known as 'Thai Customs', this department works under the Ministry of Finance. Its main responsibility is to facilitate the customs clearing process of all imports and exports in and out of Thailand.

Product Registration/Import Procedure:

- All imported products must be first reported to the Thai Customs Department.
- As per DAWE's Micor guide, export registration is required to sell fish and seafood in Thailand. However, an establishment listed is not required.
- Using a 'digital certificate', an electronic signature file that confirms the identity and authenticity of the sender's documents, it is mandatory for importers to register for the Thai e-customs system. It is imperative that the importer checks if the goods need an import permit.
- The general customs clearing procedure for imports includes submitting a customs import entry form, along with other relevant documentation. This includes a commercial invoice, packing list, bill of lading, and letter of credit.
- After this documentation is assembled, an import declaration may be submitted to the e-customs system with an arrival report.

Documentation Required:

- The following documents are generally required to facilitate the import process:
 - Import declaration
 - Packing list
 - Bill of Lading or Air Waybill
 - Commercial invoice
 - Import license from the FDA and other relevant documentation for certain goods

General Labelling Requirements:

- In general, food labels must include:
 - Product name
 - Registration number
 - Main ingredients
 - Name and address of manufacturer
 - Name and address of the importer
 - Date of manufacture and expiration
 - Net weight and volume
 - Name of all food additives
 - Health and nutritional claims if any

Packaging Requirements:

- The outer and inner packaging must be resistant to moisture so that product quality can be preserved.
- Any container used is required to be clean and contamination-free. It must not emit any food-contaminating colours or contain any heavy metals, or other harmful substances.

Non-Tariff Barriers:

- Under the World Trade Organization (WTO) Agreement in Agriculture, Thailand may levy tariff rate quotas for multiple agricultural products, including skim milk, milk and cream, and flavoured milk. For Australian importers, this barrier is expected to be terminated by the year 2025.

Tariffs Levied:

- Under the AANZFTA, the Thai government does not levy tariffs on most Australian imports.

Source: USDA Food and Agricultural Import Regulations and Standards Country Reports [FAIRS], Austrade, DFAT, Export.gov



Category Data

Fish and Seafood in Thailand

Key Trends:

- Total volume sales fell 9% in 2021. While fish and seafood sales were impacted due to the tourism industry contraction, lockdowns and reduced purchasing power, foodservice experienced a stronger volume decline, shifting the demand balance in the favour of retail outlets and thereby reversing pre-COVID-19 trends. As such, value sales through retail channels experienced a boost over the review period across most fish and seafood variants.
- Wet market closures due to COVID-19 clusters contributed to retail volume sales declines as the wholesale market is Thailand's epicentre of seafood distribution.
- Pre-COVID-19, rising disposable incomes were driving demand for premium and sophisticated imported products including lobster, blue-fin tuna, king crab and abalone. COVID-19 however slowed seafood imports, with recovery not expected until 2025.
- The rise of busy urban consumers, especially amongst younger generations, means consumers prefer convenient food that requires less preparation, including processed, washed, frozen ready-to-cook and pre-cut products. Manufacturers are increasingly supplying more convenient products as a way to add value and charge higher prices.
- The market is highly competitive. Only dominant players including Charoen Pokphand Group and Thai Union Frozen Products are able to maintain sales due to their global presence and diversified products. Smaller players are being acquired or are shifting their focus to wet markets and e-commerce.
- In 2019, fish was the largest contributor to market growth and value sales, driven by the expansion in fish farming and government support. However, in 2021, crustaceans were the best performing category.
- Fish and seafood are perceived as healthy, low fat, low cholesterol, high protein and rich in vitamins and minerals, while being a source of omega-3 fatty acids. As health consciousness rises, consumption of fish and seafood products is likely to grow.

- Price remains a barrier to fish and seafood consumption, with a higher price than meat products. Consumers are more price-sensitive regarding consuming premium seafood products, especially since they are not the major ingredients for many Thai dishes. Salmon and tuna sales have started to recover from COVID-19, yet at a slow pace, due to reduced incomes.
- The Pacific white shrimp is the most popular shrimp among producers for both domestic sale and export. The government's campaign to help shrimp farmers during COVID-19 was introduced to support producers and stabilise consumption, thereby enabling crustaceans to slightly outperform other categories, especially in the foodservice channel. Higher volume sales for crustaceans are expected into the forecast period as consumers return to restaurants and economic growth returns.
- Total volume sales are expected to reach a CAGR of 5% to 2026 according to Euromonitor, with the category expected to recover to pre-pandemic levels in 2025. Price growth will also be restrained at the start of the forecast period with premium seafoods not being a major ingredient for Thai cuisine and consumers remaining price-sensitive.
- Salmon and tuna are among the most popular seafood products, and both have started to recover as Thailand reopens its borders, however, recovery is occurring at a relatively slow pace.

Sector	Category	Country	Year	Value M USD	Syr CAGR M USD (%)
Fish & Seafood	Ambient Fish & Seafood	Thailand	2021	58.31	5.62
			2026	71.05	4.03
	Chilled Raw Packaged Fish & Seafood - Processed	Thailand	2021	1,169.78	6.28
			2026	1,455.95	4.47
	Chilled Raw Packaged Fish & Seafood - Whole Cuts	Thailand	2021	746.51	6.04
			2026	924.75	4.38
	Dried Fish & Seafood	Thailand	2021	345.15	6.32
			2026	447.96	5.35
	Fresh Fish & Seafood (Counter)	Thailand	2021	2,812.14	5.61
			2026	3,451.55	4.18
	Frozen Fish & Seafood	Thailand	2021	948.26	8.99
			2026	1,313.27	6.73

Source: GlobalData, 2022

ITC - Trade Data

Frozen Albacore or Longfinned Tunas in Thailand

Thailand - Trade Data - HS Code 030341 Frozen Albacore
or longfinned tunas "Thunnus alalunga"

(Import):

Rank	Country	Imported Value (USD Thousand)	Quantity Imported (Tons)	Annual Growth Imported Value % (Short Term '20 - '21)	Annual Growth Imported Value % (Long Term '17 - '21)	Annual Growth Imported Quantity % (Long Term '17 - '21)
-	World	138,752	41,832	-36	5	2
1	China	46,347	13,555	-12	20	16
2	Taipei, Chinese	39,979	12,283	-38	-4	-7
3	Japan	22,565	7562	-63	3	4
4	Indonesia	7,825	2,377	46	58	54
5	New Zealand	6,787	1,783	111	81	78
6	Malaysia	3,554	1,080	-39	13	8
7	Vanuatu	3,390	978	-57	-10	-14
8	Fiji	2,615	679	-35	-14	-17
9	Australia	1,837	449	-35	68	58
10	USA	1,251	293	-74	-9	-11

AUS - Trade Data - HS Code 030341 Frozen Albacore
or longfinned tunas "Thunnus alalunga"

(Export):

Rank	Country	Exported Value (USD Thousand)	Quantity Exported (Tons)	Annual Growth Exported Value % (Short Term '20 - '21)	Annual Growth Exported Value % (Long Term '17 - '21)	Annual Growth Exported Quantity % (Long Term '17 - '21)
-	World	3,215	870	24	25	18
1	Thailand	1,782	486	-29	90	63
2	Spain	1,432	385	-	-29	16
3	-	-	-	-	-	-
4	-	-	-	-	-	-
5	-	-	-	-	-	-
6	-	-	-	-	-	-
7	-	-	-	-	-	-
8	-	-	-	-	-	-
9	-	-	-	-	-	-
10	-	-	-	-	-	-

Source: ITC Trade Map, 2022

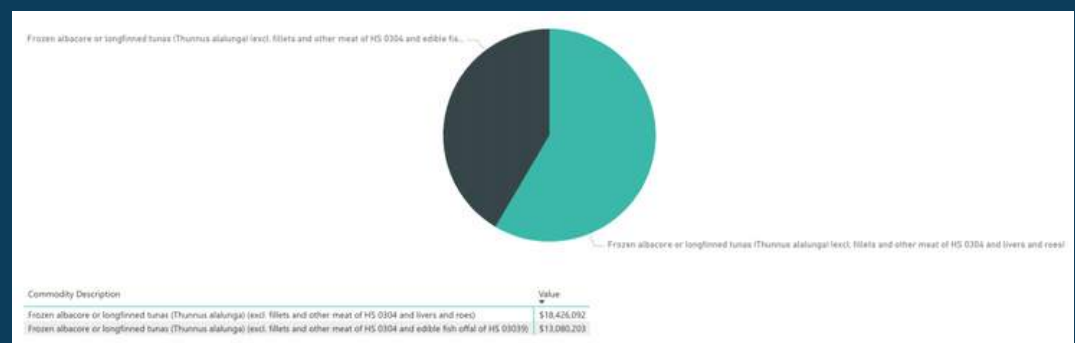
FRDC - Trade Data

Albacore or Longfinned Tuna Exports - Value

AUS - Trade Data - Species: Frozen Albacore (incl. Longfinned Tuna) (Exports):



Value of Exports - Frozen Albacore



Value of Exports - Top Commodity Breakdown

Country	Value
Thailand	\$16,428,796
Samoa (American)	\$7,362,170
Spain	\$4,677,681
Vietnam	\$1,839,092
United States of America	\$568,785
Netherlands	\$245,880
Japan	\$79,982
China	\$65,484
Singapore	\$65,312
Malaysia	\$59,878
Armenia	\$43,954
Fiji	\$37,405
Taiwan	\$28,452
United Arab Emirates	\$2,971
Papua New Guinea	\$440
Hong Kong	\$13

Leading Export Destinations - Value

State	Value
QLD	\$31,409,936
NSW	\$45,020
Foreign (re-export)	\$44,478
SA	\$3,890
WA	\$2,971

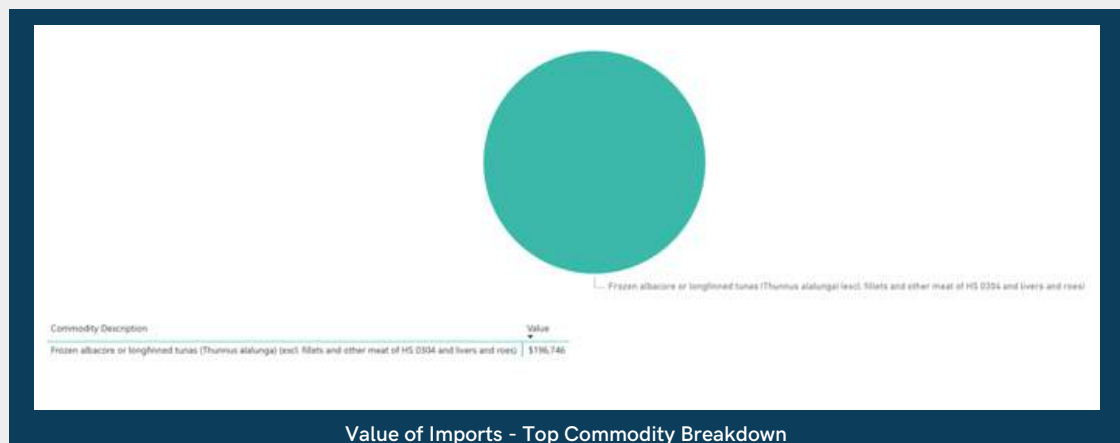
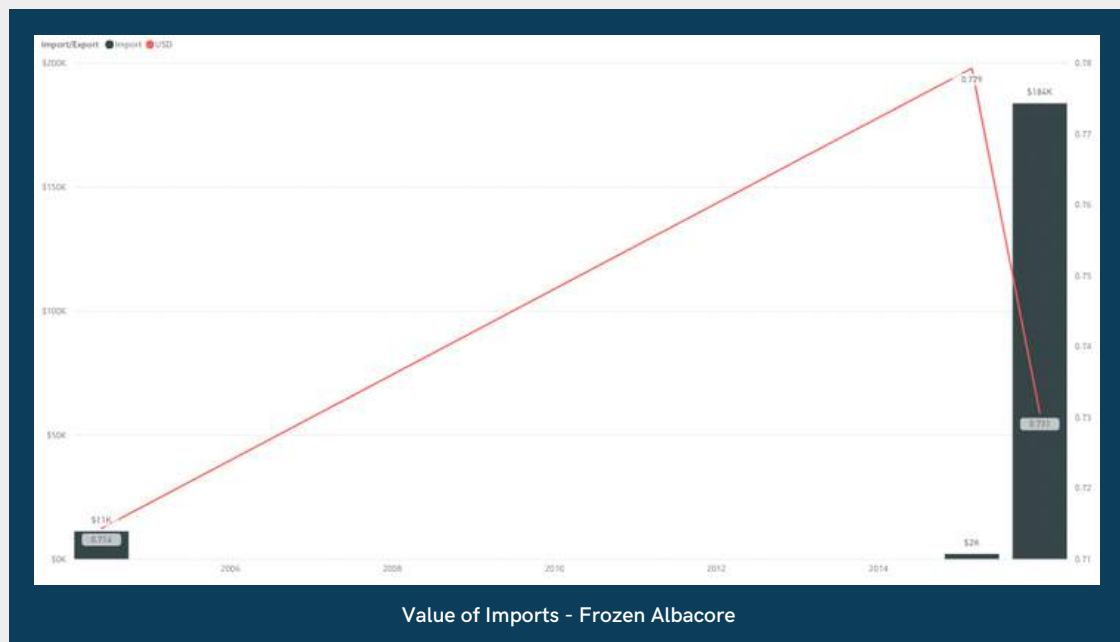
Export Value by State

Source: FRDC, 2022

FRDC - Trade Data

Albacore or Longfinned Tuna Imports - Value

AUS - Trade Data - Species: Frozen Albacore (incl. Longfinned Tuna) (Imports):



Country	Value
Australia (Re-Imports)	\$183,592
Indonesia	\$11,121
New Zealand	\$2,033

Leading Import Sources - Value

State	Value
QLD	\$183,592
WA	\$11,121
VIC	\$2,033

Import Value by State

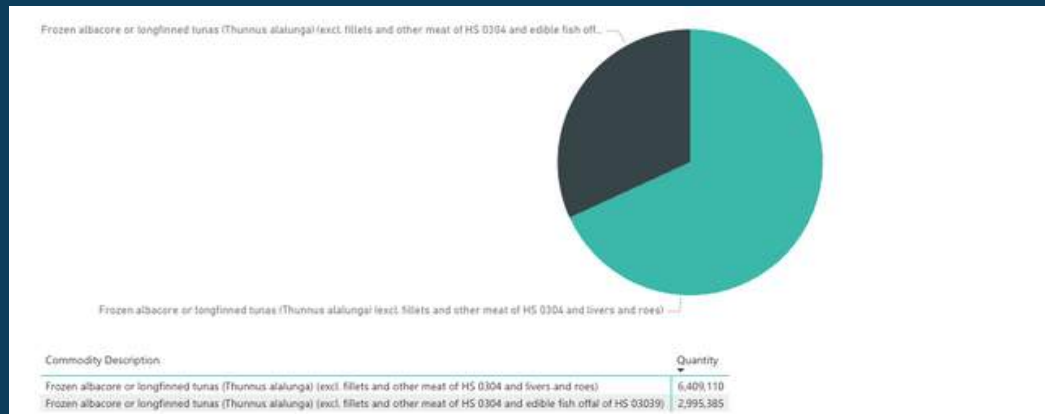
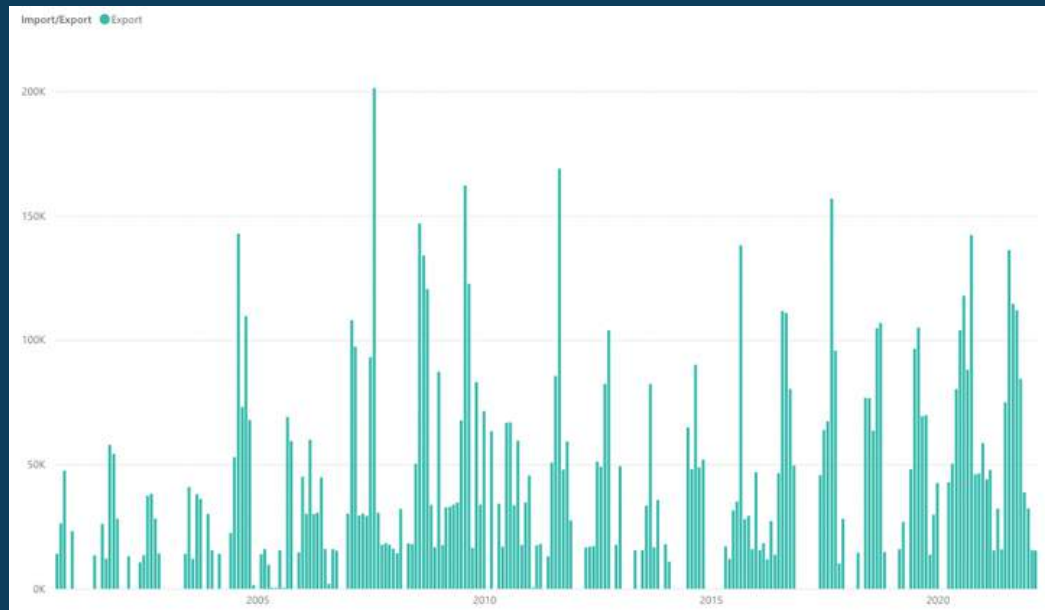
Source: FRDC, 2022

FRDC - Trade Data

Albacore or Longfinned Tuna Exports - Volume

AUS - Trade Data - Species: Albacore (incl. Longfinned Tuna)

(Exports):



Country	Quantity
Thailand	4,703,176
Samoa (American)	2,518,081
Spain	1,315,411
Vietnam	660,677
United States of America	77,189
Singapore	28,075
China	16,789
Armenia	15,478
Netherlands	15,368
Malaysia	14,778
Taiwan	14,000
Fiji	13,647
Japan	11,489
United Arab Emirates	284
Papua New Guinea	52
Hong Kong	1

Leading Export Destinations - Volume

State	Quantity
QLD	9,373,603
NSW	15,870
Foreign (re-export)	14,552
WA	284
SA	186

Export Volume by State

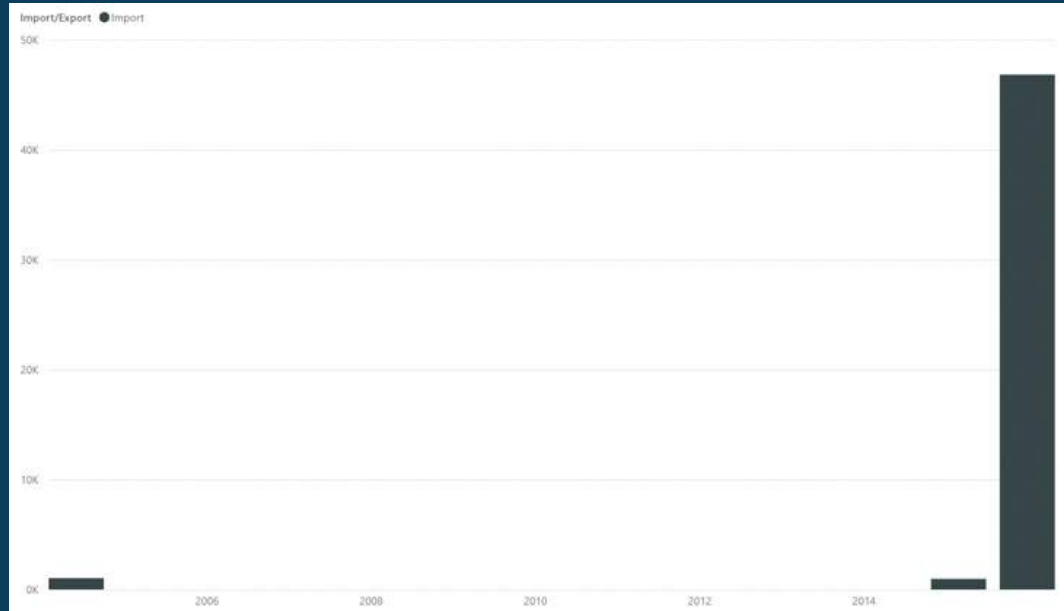
Source: FRDC, 2022

FRDC - Trade Data

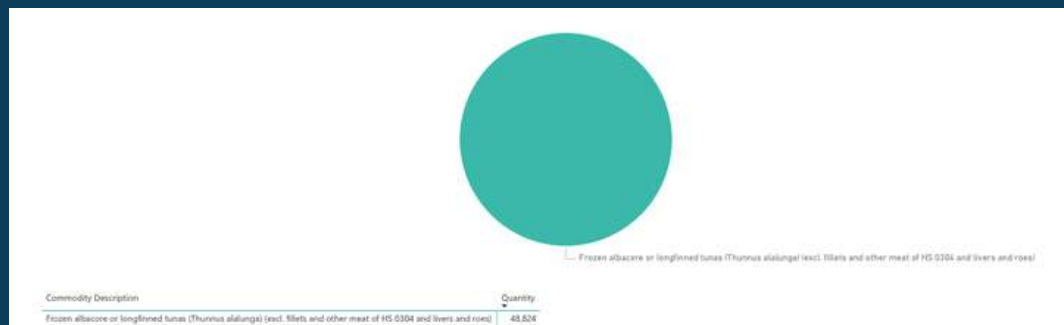
Albacore or Longfinned Tuna Imports - Volume

AUS - Trade Data - Species: Albacore (incl. Longfinned Tuna)

(Imports):



Value of Imports - Frozen Albacore



Volume of Imports - Top Commodity Breakdown

Country	Quantity
Australia (Re-Imports)	46,819
Indonesia	1,035
New Zealand	970

Leading Import Sources - Volume

State	Quantity
QLD	46,819
WA	1,035
VIC	970

Import Volume by State

Source: FRDC, 2022

FRDC - Trade Data Sourced from FAO

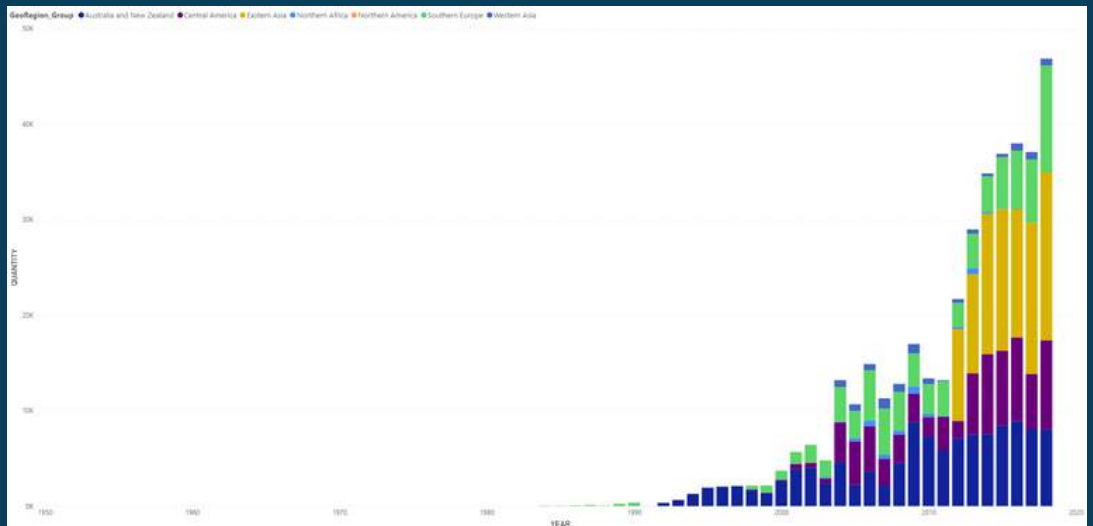
Food and Agriculture Organization (FAO) Capture Production Quantity - Tunas, Bonitos, Billfishes

ASFIS Species: Albacore (incl. Longfinned Tuna)

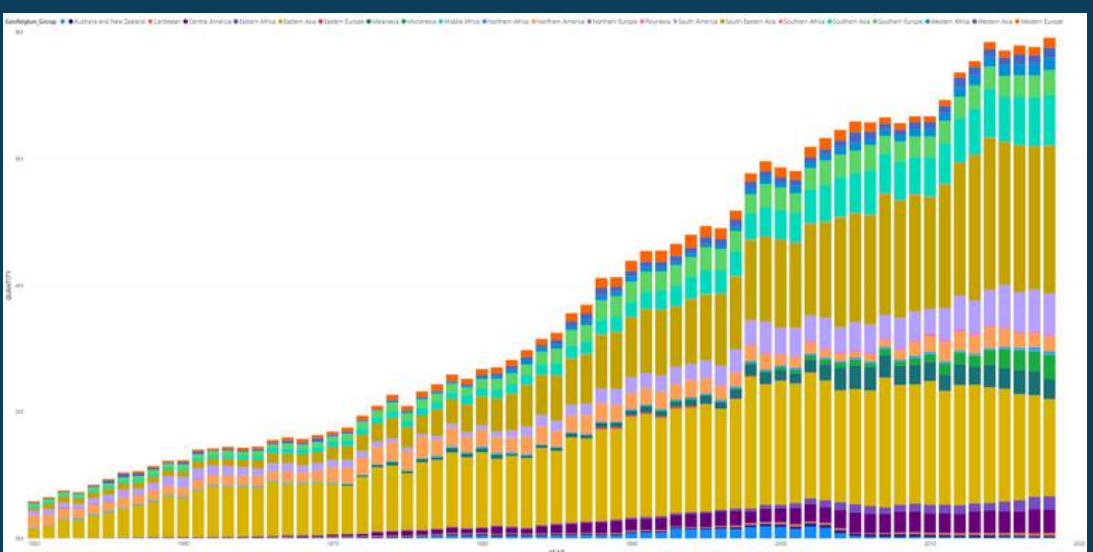
Production

Country Name En	Unit Name	2020
Australia	Tonnes - live weight	982
Thailand	Tonnes - live weight	0

Production Volume by ASFIS Species (Albacore) - FAO



Production Volume by GeoRegion - Aquaculture Production - FRDC



Production Volume by GeoRegion - Wild Catch Production - FRDC

Source: FAO, FRDC, 2022



Additional Resources

COUNTRY INSIGHTS

[Austrade - Thailand Market Profile](#)

[DFAT - Thailand Country Brief](#)

[DFAT - Thailand Market Insights](#)

[EC Europa - The Food and Beverage Market Entry Handbook: Thailand](#)

[Enterprise Singapore - Thailand Market Profile](#)

[FoodExport - Thailand Country Profile](#)

[HKTDC Research - Thailand Market Profile](#)

[Santandar Trade Markets - Thailand Market Overview](#)

[USDA - Thailand Exporter Guide](#)

CONSUMER INSIGHTS

[Euromonitor International - Consumer Lifestyles in Thailand](#)

[GW - APAC Consumer Snapshot](#)

[Santandar Trade Markets - Reaching the Thai Consumer](#)

CATEGORY & CHANNEL INSIGHTS

[Agriculture and Agri-Food Canada - Thailand Foodservice Profile](#)

[Agriculture and Agri-Food Canada - Thailand Fish and Seafood Sector Overview](#)

[Euromonitor International - Thailand Fish & Seafood Category Overview](#)

[Fisheries Research and Development Corporation \(FRDC\) - Australia-Specific Trade Data](#)

[International Trade Centre - Market-Specific Trade Data](#)

[USDA - Thailand Foodservice Overview](#)

[USDA - Thailand Retail Overview](#)

MARKET ACCESS INSIGHTS

[UNCTAD - Thailand Investment Policy Hub](#)

[USDA - Thailand Import Regulations & Standards](#)

[DFAT - TAFTA](#)

OTHER RESOURCES

EFIC

Export Connect Portal

Fitch Solutions

GlobalData

Google Trends

IbisWorld

L.E.K.

Marketline

McKinsey

Mintel

Nielsen

NZTE

Seafish UK

Statista

Trading Economics