THAILAND’S SUPPLEMENT AND FUNCTIONAL FOOD TRENDS

THREE MUST-KNOW CONSUMER NEEDS

HEALTHY AGEING

NATURAL SUPPLEMENTS

PERSONALISED NUTRITION

DIETARY SUPPLEMENTS FOR THE ELDERLY POPULATION

Based on data from the United Nations, by 2030 the elderly population (age 65+) in Thailand will account for 20% of the total population. It is, thus, important for businesses to understand the demands of elderly consumers, in order to offer products that suit their needs. (EIC-SCB)

DEVELOP SUPPLEMENTS BASED ON HERBS OR NATURAL EXTRACTS

instead of synthetic supplements. Analysts say the "Back to Nature" trend is very popular among today’s Thai consumers. EIC research found that during 2011-2015, the natural supplements market grew on average as much as 13% yearly, compared to only 7-8% for the synthetic supplements market.

OFFER PERSONALISED NUTRITION PRODUCTS

“By analysing customer’s physical data or DNA information, they can produce tailor-made supplements for each person’s specific needs,” says EIC-SCB. It suggests there is scope for web-based companies in Thailand to make inroads into this market, as witnessed in more developed economies.

SOURCE:
http://www.nutraingredients-asia.com