

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>