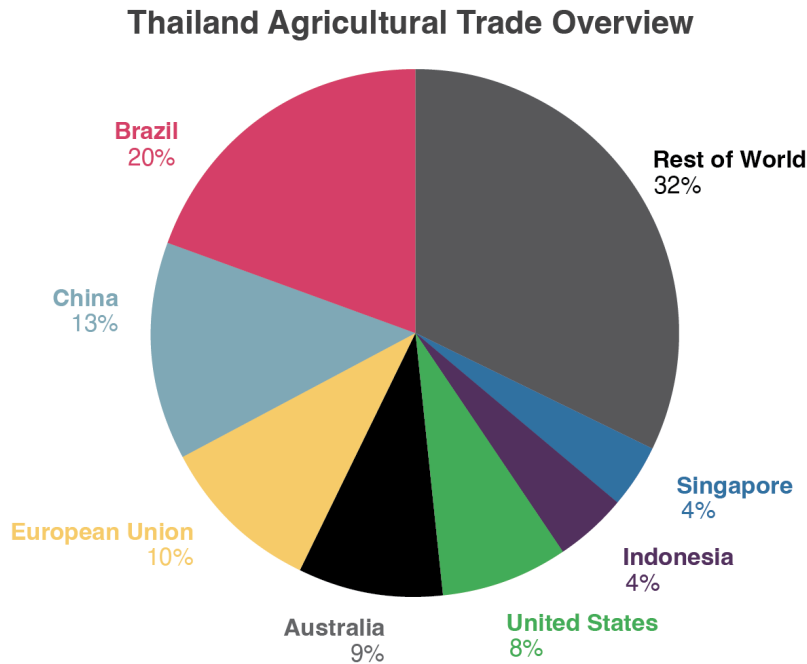


Thailand Agricultural Trade Overview



Source: Trade Data Monitor, LLC, BICO HS-6

In 2023, Thailand imported \$17 billion of agricultural products, the top suppliers of which were Brazil, China, and the European Union. The United States was the fifth largest supplier of agricultural products to Thailand with \$1.2 billion in exports. Top U.S. agricultural exports to Thailand were in bulk commodities related to feed and manufacturing, but strong opportunities exist for U.S. consumer-oriented products as well. Like Vietnam, Thailand also has large retail, tourism, and food processing sectors that rely on U.S. agricultural products. According to the FAS Exporter Guide for Thailand ([TH2022-0083](#)), demand for high-convenience processed foods as well as ready-to-eat meals, healthy food products, and food delivery are rising among Thai consumers. Plant-based and free-from products are also growing in popularity. Over the last twenty years, Thailand has ratified several regional and bilateral FTAs with major trading partners. Where trading partners do not have an FTA in place, Most Favored Nation tariff levels apply.

Table 2: Top U.S. Consumer-Oriented Product Exports to Thailand; Million USD

Product	2019	2020	2021	2022	2023
Dairy Products	56	75	90	113	98
Food Preparations	130	123	130	121	79
Tree Nuts	42	37	32	60	59
Fresh Fruit	45	35	22	26	36
Non-Alcoholic Beverages*	18	18	19	18	17
Chocolate & Cocoa Products	20	20	24	23	16
Processed Vegetables	22	17	15	20	14
Processed Fruit	12	13	11	12	11
Other Consumer Oriented	9	8	10	7	9
Wine & Related Products	4	7	6	8	8
All Other Consumer-Oriented Products	52	46	37	47	35
Total Consumer-Oriented Exports	411	399	396	453	383

Note: Column totals may not add up exactly due to rounding.

* Excluding juice

Source: U.S. Census Trade Data, BICO HS-10

Products with growth potential include:

- ❑ **Beef Products:** U.S. exports of beef and beef products to Thailand have more than doubled in the last ten years, driven by exports of boneless frozen beef. Demand for imported beef is increasing because of urbanization, rising incomes, tourism, and the slow recovery of the domestic livestock sector following severe pandemic-related disruptions.
- ❑ **Dairy Products:** Consumption of cheese and non-fat dried milk powders for nutritional drinks is expected to grow in Thailand. As in Vietnam, consumers are increasingly influenced by western-style diets, which incorporate cheese products into healthy lifestyle messaging.
- ❑ **Dog and Cat Food:** The dog and particularly cat pet populations in Thailand are expanding, as highlighted in FAS reporting ([TH2021-0063](#)). As consumers shift to healthier lifestyles themselves, they have increased purchases of premium packaged pet food products like treats and pet foods labeled as natural and healthy. Thailand allows dry and wet pet food imports from the United States.
- ❑ **Fresh Fruits:** The United States consistently ranks as a top five supplier of fresh fruit to Thailand. Top exports include fresh apples and cherries, both of which grew in 2023, increasing 35 percent and 83 percent by value. Fresh fruit imports are challenged by fluctuations in the Thai baht, but demand for imported fresh fruit remains strong.
- ❑ **Wine:** In February 2024, Thailand removed its high import tariff and reduced the excise tax on wine to promote tourism and increase spending by foreign and domestic tourists.³ These

³ For more information, see FAS Report [TH2024-0014](#).

measures are expected to improve the competitiveness of U.S. wines. Wine consumption is increasing among Thai consumers due to the growing middle class, large tourism industry, and expansion of “wine culture” in hotels, restaurants, and bars. U.S. exports of wine and related products grew by both value (6 percent) and volume (18 percent) in 2023.

Conclusion

With projected population and economic growth, Vietnam will remain a market with high growth potential for U.S. agricultural exports. Consumer-oriented products present particularly good opportunities, as Vietnamese consumers increasingly demand high-quality, safe, and nutritious products. Dairy products (cheese, non-fat dried milk powder), fresh fruits (apples, cherries), meat products (beef, poultry), processed products (condiments, pet food), and tree nuts (pistachios, almonds) are all exciting growth areas for U.S. exports. Thailand also presents opportunities for premium consumer-oriented products for many of the same reasons as Vietnam: a growing population and middle class, increased preference for healthy and nutritional products, and strong sectors able to absorb high-value U.S. products. In both countries, there is strong and growing consumer preference for U.S. branded products and exporters of U.S. agricultural products are sure to find exciting prospects in these markets.

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