

# Thai Future Food

Innovating for Health and the Environment

Future food is a rising trend in the global food industry, driven by concerns over health and environmental issues. People worldwide are increasingly prioritizing their well-being and the planet, leading to a growing demand for safe, nutritious, traceable, and eco-friendly food options.

Thailand, known as the Kitchen of the World, has significant potential in the future food industry. With unique offerings like plant-based Thai food and popular functional drinks.

Thai entrepreneurs can manufacture sustainable products that cater to health-conscious consumers.

In Thailand, future food is currently classified into four distinct groups: Functional, Medical, Novel, and Organic Food.



# Future Food

Future food refers to innovative food products that are safe to eat, traceable, and environmentally friendly.

**Let's get to know different types of future food!**



## Functional Food

Food products that are full of benefits for the body.

Market Share  
**65.76%**



## Novel Food

Food products produced with novel ingredients, technology or innovations such as nanotechnology.

Market Share  
**29.88%**



## Organic Food

Food products that are grown or processed without chemicals and genetic modification.

Market Share  
**4.30%**



## Medical Food

Food products that are used instead of medicines or supplements and are under doctor's supervision.

Market Share  
**0.06%**



## Thailand export value of "Future Food" in 2022

USD **3,731.54** million

(11% of export value in agricultural and Thai food products)

## Why is Thai future food worth keeping an eye on?

- It responds to the global food trend which aspires to bring about good health and well-being.
- Consumers have started to look after themselves and care more about sources of food.
- Thailand has outstanding food production technology.
- Thailand's plant-based protein is of good quality and full of nutrients.



**Future Food is a rapidly growing trend driven by health and environmental concerns, with a rising demand for safe, nutritious, traceable and eco-friendly food options.**



Functional food products, such as energy drink, probiotic yogurt, and kombucha hold a dominant position in the market, constituting 97% of Thai future food. This segment caters specifically to health-conscious consumers and has witnessed remarkable growth, with the annual export value exceeding a billion-USD over the past decade.

Thailand's Novel Food segment is focusing on food products made with advanced technologies. Novel Food have been advances in technology, new production methods, or high nutritional products or food safety. Organic Food is food products that are grown or processed without chemicals and genetic modification and finally, Medical Food is food products that are used instead of medicines or supplements and are under doctor's supervision.



Thailand's high-quality raw materials enable the production of distinctive future food products with diverse nutritional values and health benefits. Promising raw materials include banana blossoms, young jackfruit, hemp, mung bean, split gill mushroom, wolffia, and algae. Research is underway to enhance their nutritional value, while Thai insects are being studied for isolated protein extraction, suitable for incorporation into various food products.



# Future Food Experience+ in THAIFEX-ANUGA ASIA




## future FOOD EXPERIENCE+



DITP (Department of International Trade Promotion) annually organizes THAIFEX-ANUGA ASIA Trade Fair, one of the world's largest food shows. This trade fair includes a special zone dedicated to showcasing future food products from Thailand and around

the world. Within this zone, there are various activities designed to impart knowledge, create immersive experiences, and offer food testing opportunities related to future food trends. Additionally, the event features seminars and a variety of interactive workshop activities.

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