



Final Report

Market Research in Thailand: Nuts (Cashew nuts, Brazil nuts and Pecans, particularly).

Date: October 2021

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PART 1

PROJECT BACKGROUND AND OBJECTIVES

PROJECT BACKGROUND AND OBJECTIVE

The primary objective is to conduct market research to assist Brazilian businesses in entering and growing their markets in Thailand

INTRODUCTION

The Trade and Investment Sector of the Brazilian Embassy in Bangkok - SECOM (hereinafter referred to as "the client") is responsible for promoting trade, investment, and business opportunities between Thailand and Brazil.

The client engaged Canvassco (Thailand) Co.,Ltd to conduct market research focusing on **Nuts (Cashew nuts, Brazil nuts and Pecans, particularly)**, to assist Brazilian businesses in entering and growing their markets in Thailand.

PROJECT METHODOLOGY

There are two primary sources of data; secondary research and primary research. For secondary research we collected data from various sources including;

- Import and export statistics from the Customs Department, Ministry of Commerce
- List of key industry players who are registered companies from the Department of Business Development, Ministry of Commerce
- Market report and industry reports from Food Intelligence Centers, under the National Food Institute (NFI)
- Annual reports of key players, local news, journal, article from business newspaper and trade magazine

For primary sources of data we collected by conducted in-depth interviews via telephone/zoom meetings with key industry players. There were total 10 companies interviewed during the primary data collection process. List of key industry players are provided at the Appendix.




*Exchange rate for THB /BRL is THB6.27

PART 2

NUT PRODUCTS MARKET POTENTIAL

NUT PRODUCTS

Brazil Nuts and Cashew Nuts have their own HS Code for import and export data. Pecans are classified under the other nut category.

Nut products	HS Code	Example
Brazil Nuts	0801.21 0801.22	
Cashew Nuts	0801.31 0801.32	
Other Nuts	0802.90	

NUT PRODUCTS

Product categories under nut products can be classified into eight major products as follows:

1. Brazil nuts include shelled and unshelled Brazil nuts
2. Cashew nuts include shelled and unshelled Cashew nuts,
3. Other nuts include fresh or dried, whether or not shelled or peeled. Pecans are included under other nuts.

Other nuts imported into Thailand with their own HS Code classification include hazelnuts (HS Code: 08022200), walnuts (HS Code: 08023100), chestnuts (HS Code: 08024100, 08024200), pistachios (HS Code: 08025100, 08025200), macadamia (HS Code: 08026100, 08026200), and betel nuts (HS Code: 08028000, 08028000).

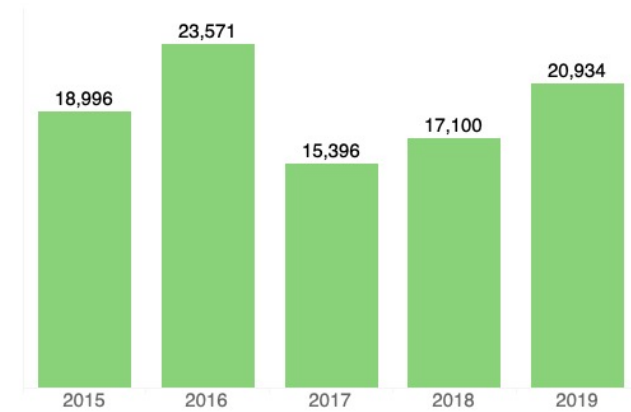
NUTS – DOMESTIC PRODUCTION

Cashew nuts have a significant output from local plantations for commercial production, while Brazil nuts are grown for gardening purposes.

BRAZIL NUTS, CASHEW NUTS, AND PECANS

- While Cashew Nuts are the only commodity in the area with a substantial local plantation, Brazil Nuts are typically cultivated for gardening purposes rather than commercial production. Additionally, pecans have not yet established popularity in Thailand, and no data on native output exist.
- According to data from the Office of Agricultural Economics, Thailand produces around 20,759 tons of cashew nuts on a plantation area of 74,370 Rai (29,403 acres). Between 2016 and 2019, domestic cashew nut production climbed by an average of 2.5 percent each year, owing to growing demand for export markets, mainly in Vietnam. Cashew nuts cost about THB 50.62 per kilogram on average at the farm (or BRL8 per kilogram).
- Brazil Nuts and Pecans have failed to make a commercial breakthrough. There are no official statistics on these goods' plantation or domestic production, and in-depth interviews indicate that these two products are mostly imported. Brazil nuts are mostly cultivated for gardening purposes, and their products are only sold in small numbers.

Cashew Nuts: Domestic Production
Unit: Tons



Source: Office of Agricultural Economics



THAILAND NUTS PRODUCTS INDUSTRY

Thailand nuts products industry is dominated by large companies. The top 5 companies is accounting almost 90% of overall market.

INDUSTRY OF NUT PRODUCTS

- Cashew nuts are mostly used in packaged snacks manufactured by snack producers, whereas pecans are primarily imported as an ingredient in baking. Brazil nuts, on the other hand, are sold in nut snack packages and are relatively unknown in Thailand, except among a small number of health-conscious customers.
- There are roughly 157 snack manufacturers whose primary product is nuts in packs, with an annual sales of approximately BRL 1,700 million.
- Heritage Snack and Food, Maeruay Factory, Tong Garden, Cha Cha Food (Thailand), and Ranong Kha Mak are the top five companies in the industry. Additionally, these enterprises are major exporters of nut snack packages.
- Heritage Snack and Food is known for its numerous brands, including Blue Diamond's, Nut Walker, and Sunkists. Maeruay Factory is the brand's established name. Cha Cha Food is the leading sunflower seed producer in the world.

Top 10 Nut Products Company Unit : BRL Million

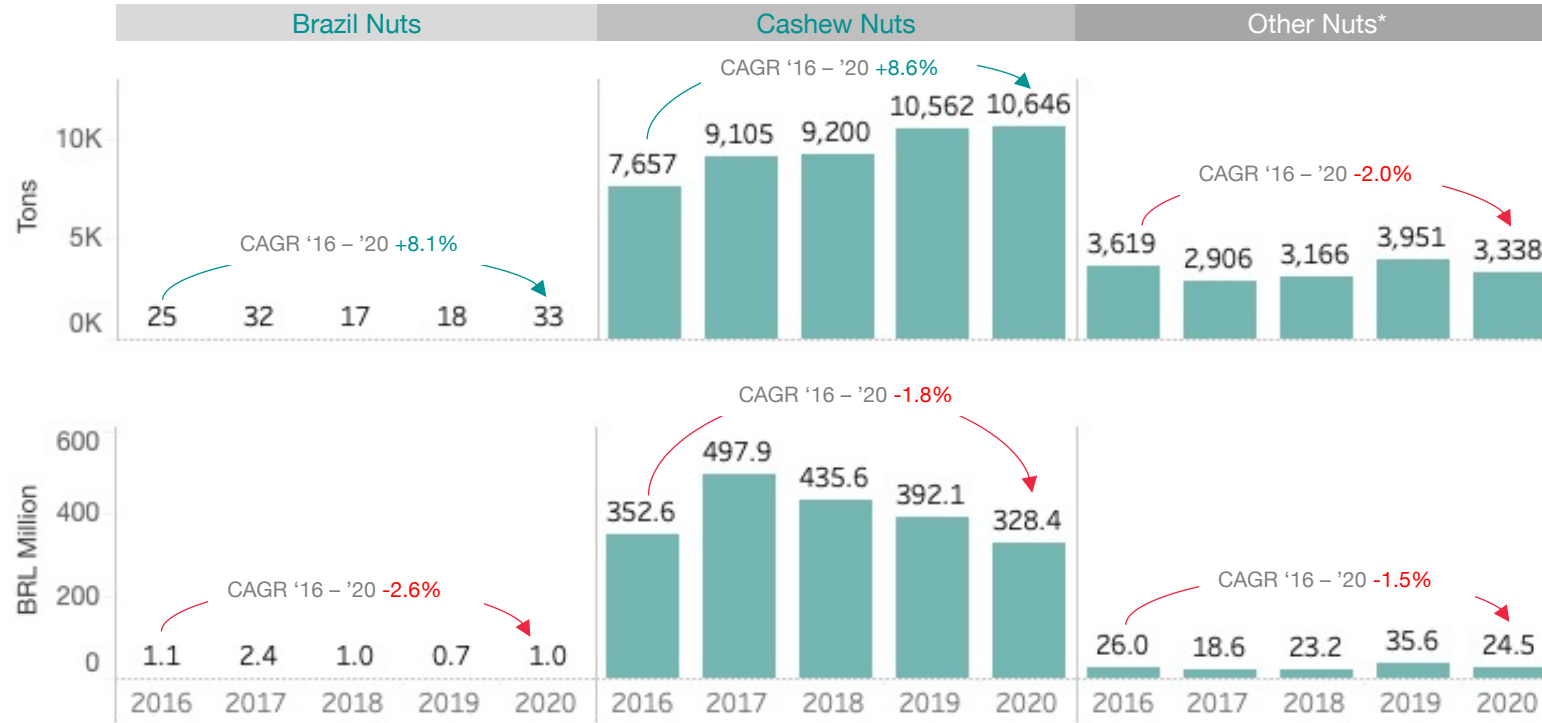


Source: Department of Business Development, Ministry of Commerce

OVERALL IMPORTED OF SELECTED NUT PRODUCTS

Cashew nuts are the main imported nut product with a growing demand.

IMPORT: Brazil Nuts, Cashew Nuts and Other Nuts (including Pecans)



Source: Customs Department, Ministry of Commerce

*Pecans are included under the 'other nuts', its imported volume and value is estimated to be about the same as Brazil Nuts

IMPORT VALUE AND VOLUME

- Cashew nuts are the primary imported product within the scope of this project, with approximately 10,646 tons imported into Thailand in 2020. The product is in demand, with an annual growth rate of around 8.6% for imported volume between 2016 and 2020.
- Brazil nuts and pecans are regarded as having a low demand. For Brazil nuts, this is because the product is new and not well-known to the general public. The imported volume is approximately 33 tons per year and is growing at an annual rate of approximately 8.1%.
- Pecans are a well-known commodity among bakers, although they are not a popular snack product for nuts, owing to the flavor preference of local consumers. Its import data is contained under other nuts, and its import volume is believed to be comparable to that of Brazil nuts.

SOURCE OF IMPORT: Brazil Nuts

Bolivia and Peru are the top two trading partners for Brazil nuts.

Source of Import: Brazil nuts

HS Code: 08012200, 08012100

Year of Year	Country	BRL	Kilogram	% of Volume
2016	BOLIVIA	1,077,833	23,949	97.7%
	PERU	35,922	499	2.0%
	UNITED KINGDOM	3,289	24	0.1%
	MEXICO	1,929	32	0.1%
	INDIA	952	12	0.0%
	UNITED STATES	44	0	0.0%
2017	BOLIVIA	2,362,586	31,932	99.4%
	GERMANY	13,924	132	0.4%
	UNITED KINGDOM	4,814	36	0.1%
	UNITED STATES	963	10	0.0%
2018	BOLIVIA	883,536	15,967	94.1%
	PERU	69,628	1,000	5.9%
2019	BOLIVIA	559,214	15,968	87.9%
	PERU	112,480	2,200	12.1%
	VIETNAM	26	0	0.0%
2020	BOLIVIA	553,811	15,967	47.7%
	PERU	452,156	17,500	52.3%

Source: Customs Department, Ministry of Commerce

BRAZIL NUTS: Trading Partners

- Bolivia is the main trading partner for Brazil Nuts imported into Thailand. During the past five years, Thailand has been imported from Bolivia for Brazil nuts regularly. However, import volumes from Bolivia have been declining by 9.6% annually, from 23,949 kilograms in 2016 to 15,967 kilograms in 2020.
- Peru has become an important trading partner for Thailand in terms of Brazil Nuts, outperforming Bolivia in terms of volume share. Thailand imported a total of about 17,500 kilograms in 2020, which was an increase from 499 kilograms in 2016 or approximately 143% growth on average annually.
- In 2020, Brazil Nuts were imported just from Bolivia and Peru. Prior to the year 2020, other trading partners included the UK, Mexico, India, the US, Germany, and Vietnam.

SOURCE OF IMPORT: Cashew Nuts

Cashew nuts from Vietnam are mainly imported into Thailand.

Source of Import: Cashew nuts

HS Code: 08013100, 08013200

Unit: Tons

Country	≡	2016	2017	2018	2019	2020
VIETNAM		7,457	8,450	8,106	9,568	9,083
INDONESIA			117	682	699	507
MYANMAR		117	388	292	253	261
CAMBODIA			105	104	5	755
LAO PDR		10	20	14	22	26
UNITED STATES		71				0
CHINA					14	15
INDIA		0	16		0	0
KENYA			8		0	
THAILAND		3		2	0	
NIGERIA			1			
BENIN			0			
PAPUA NEW GUIN..					0	
UNITED ARAB EMI..				0		
Grand Total		7,657	9,105	9,200	10,562	10,646

Unit: BRL Million

Country	≡	2016	2017	2018	2019	2020	% Share
VIETNAM		343.8	470.7	383.8	351.1	282.9	85.3%
INDONESIA			6.7	37.8	30.7	19.8	4.8%
MYANMAR		5.0	18.2	13.0	9.4	7.8	2.4%
CAMBODIA			0.8	0.6	0.2	17.3	7.1%
LAO PDR		0.1	0.2	0.2	0.2	0.2	0.2%
UNITED STATES		3.4				0.0	0.0%
CHINA					0.5	0.5	0.1%
INDIA		0.0	1.1		0.0	0.0	0.0%
KENYA			0.3		0.0		
THAILAND		0.1		0.1	0.0		
NIGERIA			0.0				
BENIN			0.0				
PAPUA NEW G..					0.0		
UNITED ARAB ..				0.0			
Grand Total		352.6	497.9	435.6	392.1	328.4	100.0%

Source: Customs Department, Ministry of Commerce

CASHEW NUTS: Trading Partners

- Vietnam is the most important trading partner, accounting for roughly 85 percent of cashew nut imports.
- The volume of imports from Vietnam has continued to grow at an average of 5% per year, but the value has decreased due to the decreasing price of cashew nuts.
- Additionally, neighboring ASEAN countries such as Indonesia, Myanmar, Cambodia, and Laos are trading partners for imported cashew nuts.

SOURCE OF IMPORT: Other Nuts (including pecans)

Pecans are included in the other nuts category for the HS Code.

Source of Import: Other nuts

HS Code: 08029000

Unit: Tons

Country	2016	2017	2018	2019	2020
CHINA	3,179	2,799	3,017	3,068	2,564
UNITED STATES	67	40	34	663	717
HONG KONG					39
AUSTRALIA	8	58	105	13	14
ITALY		0		5	3
ISRAEL				0	1
JAPAN	0	0	1	0	0
INDONESIA	258				0
INDIA		0		0	0
SINGAPORE					0
ARGENTINA				40	
BRAZIL				44	
CHILE			0		
DENMARK			0		
IRAN (ISLAMIC REP..	0			1	
KENYA		0			
LEBANON				0	
MALAYSIA	104				
MEXICO				1	
MYANMAR	2	8	10	5	
PERU				93	
POLAND			0		
QATAR		0			
TAIWAN, PROVINC..	0				
UNITED ARAB EMI..	0				
ZIMBABWE				19	
Grand Total	3,619	2,906	3,166	3,951	3,338

Unit: BRL Million

Country	2016	2017	2018	2019	2020	% Share
CHINA	16.96	12.67	12.70	15.53	12.26	76.8%
UNITED STATES	5.26	3.24	2.46	15.18	10.59	21.5%
HONG KONG					0.48	1.2%
AUSTRALIA	0.71	2.67	8.01	0.99	1.11	0.4%
ITALY		0.00		0.06	0.08	0.1%
ISRAEL				0.00	0.00	0.0%
JAPAN	0.03	0.03	0.03	0.00	0.01	0.0%
INDONESIA	2.76				0.00	0.0%
INDIA		0.00		0.00	0.00	0.0%
SINGAPORE					0.00	0.0%
ARGENTINA				0.81		
BRAZIL				0.89		
CHILE			0.00			
DENMARK			0.00			
IRAN (ISLAMIC RE..	0.00			0.02		
KENYA		0.01				
LEBANON				0.00		
MALAYSIA	0.29					
MEXICO				0.06		
MYANMAR	0.02	0.03	0.04	0.02		
PERU				1.88		
POLAND			0.00			
QATAR		0.00				
TAIWAN, PROVINC..	0.00					
UNITED ARAB EMI..	0.01					
ZIMBABWE				0.19		
Grand Total	26.03	18.65	23.25	35.63	24.54	100.0%

OTHER NUTS (including pecans): Trading Partners

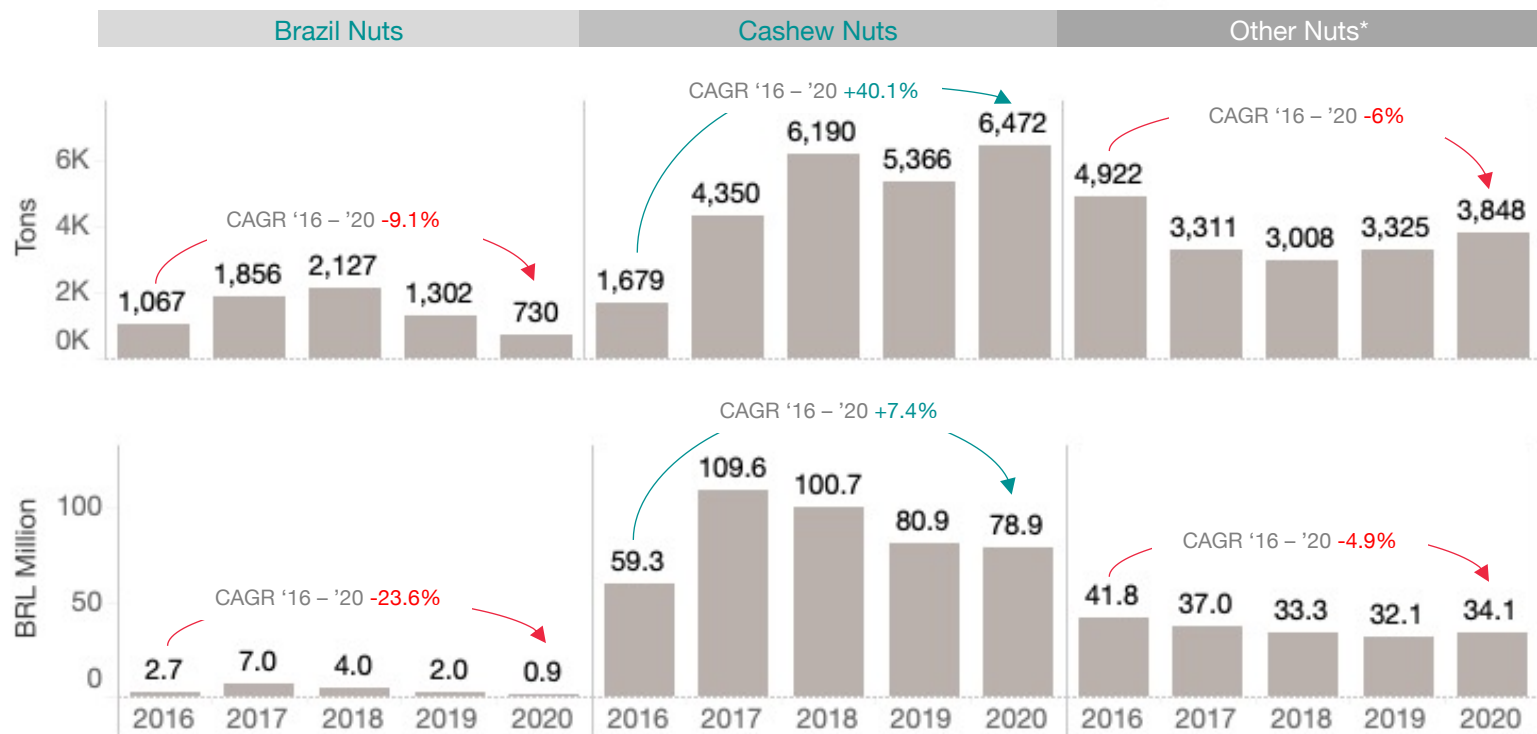
- Pecans imported into Thailand are estimated to be 200 – 300 tons, import data are included in the other nuts category for the HS Code.
- Based on in-depth interviews, pecans are imported mainly from the US as premium nuts

Source: Customs Department, Ministry of Commerce

OVERALL EXPORTED OF SELECTED NUT PRODUCTS

Most of the exported nut products are cashew nuts.

EXPORT: Brazil Nuts, Cashew Nuts and Other Nuts (including Pecans)



EXPORT VALUE AND VOLUME

- With domestic plantations of cashew nuts, Thailand exported a total of 6,472 tons of cashew nuts in 2021. The export markets continued to grow by an average of 40% annually in volume between the years 2016 to 2020.
- For Brazil Nuts, the local demand is mainly for a niche market, which left domestic plantations available for export. However, the volume is relatively much lower than cashew nuts. Export of Brazil nuts was about 730 tons in 2020.

Source: Customs Department, Ministry of Commerce

MARKET OVERVIEW

Cashew nuts are the most common product available in the market, while Brazil Nuts and Pecans are known to target niche segments.

BRAZIL NUTS



- **A brand-new product.** Brazil nuts are unfamiliar in Thailand, even in the bakery industry. There are only a few brands selling Brazil nuts, and they engage in little marketing. Ketogenic practitioners and vegans are the primary target audience.
- **The flavor and the health benefits of Brazil nuts.** Based on in-depth interviews with importers, Brazil nuts have a pleasant taste and a variety of health benefits. However, Brazil nuts require significant marketing effort to become well-known in a mass market.

CASHEW NUTS



- **Healthy snacking is becoming popular.** Cashew nuts are perceived as a healthy snack, and as consumers are becoming more health-conscious, demand for cashew nuts is expected to increase.
- **Primary ingredient in bakery products.** In recent years, there has been a growing demand for premium bakery products. Cashew nuts are often used as their price is more competitive than almonds, walnuts, or macadamia nuts.

PECANS



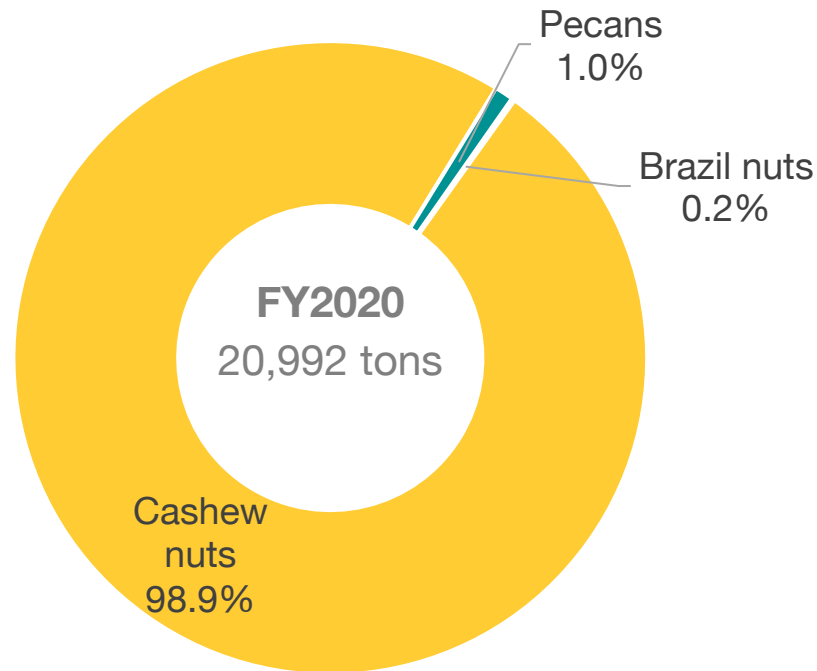
- **Low Consumption.** Pecan consumption is low in Thailand due to a taste that might not meet local preference. Consumption is more limited to bakery production.
- **Health Advantages.** The increasing awareness of the nutrient composition of the pecan, especially for its high dietary fibers and several other nutrients such as manganese, phosphorous, and thiamin, is spiking the demand from various consumer groups, especially vegan consumers.

ESTIMATED MARKET SIZE (Local Consumption)

Brazil Nuts, Cashew Nuts, and Pecans consumption in Thailand is estimated to be around 20,992 tons in 2020.

ESTIMATED MARKET SIZE

for Brazil Nuts, Cashew Nuts and Pecans



■ Brazil nuts ■ Cashew nuts ■ Pecans

ESTIMATED MARKET SIZE

- Brazil Nuts, Cashew Nuts, and Pecans consumption in Thailand is estimated to be around 20,992 tons in 2020. Within the selected nuts products, cashew nuts have the largest market share due to their popularity as snack nuts, whereas pecans are primarily used by bakers and Brazil nuts are relatively unknown in Thailand. Brazil nuts are only known to vegans and ketogenic dieters.
- Thailand's nut market is not limited to Cashew Nuts, Brazil Nuts or Pecans. Other important nut products include peanuts, which are the most popular because they are significantly less expensive than other imported nuts and are grown locally. Thai customers are familiar with peanuts, particularly Koh Kae brands with coconut milk-coated peanuts. Other premium nuts became popular on the market only in the last 4-5 years.
- Consumers perceive premium nuts as a healthy snack, but they also appeal to a desire for more plant-based ingredients. Additionally, consumer perceptions of fats have shifted in recent years, with more consumers turning to low-fat foods like nuts for their unsaturated fat content.
- Nuts used in baking and confectionery applications account for 18%–20% of total market value, as the number of innovative products incorporating nuts continues to grow, including snacks and nut bars, as well as dairy substitutes such as almond, walnut, and hazelnut-based products. Spreads made from nuts, particularly almond and cashew, are also expected to gain popularity.

NUT PRODUCTS MARKET SEGMENT

Brazil nuts and pecans are considered premium products, but cashew nuts are considered mid-priced.

Low Priced Segment



- ✓ Price ranges from THB 200 – 250/kg
- ✓ Generally Peanuts, & Green peas
- ✓ 50% of market

Segment with a Low Price

Peanuts and green peas are often the low-cost nut products targeted at a broad clientele of all ages and genders. This nut variety has been available for an extended length of time and was well-known to buyers. The goods are typically consumed as a snack. For the last five years, this segment has expanded at a consistent rate of 10% per year.

Middle Priced Segment



- ✓ Price ranges from THB 350 – 850/kg
- ✓ Chestnuts & Cashew Nuts
- ✓ 25% of market

Segment with a Middle Price Point

Chestnuts and cashew nuts are included in the mid-priced segment, which are nearly three times the price of the low-priced segment. Cashew nuts, in addition to being a snack, are also utilized in baking. Due to their low price and superior taste to low-priced nuts, this market has risen at an annual pace of around 15% for the last five years.

High Priced Segment



- ✓ Price ranges from THB 500 – 1,600/kg
- ✓ Almonds, Brazil Nuts, Pecan Pistachios, Macadamia
- ✓ 25% of market

Segment with a High Price Tag

Premium segment with a price range of THB 500 to 1,600/kg. With the exception of Brazil nuts, other nuts which are almonds, Brazil nuts, pecan pistachios, and macadamia are goods that were traditionally utilized primarily in bread applications. However, this market has experienced rapid growth in the last 2-3 years, owing to a favorable view of premium nuts. As a result, premium nuts have become a popular snack. Brazil nuts are a relatively recent addition to the market; just a few tiny brands currently sell Brazil nuts. Ketogenic diets are predicted to be the key driver of the market.

EXAMPLE OF NUTS PRODUCTS

Cashew Nuts, Brazil Nuts and Pecans

Cashew Nuts : Price of cashew nuts ranging from Thb 600/kg to Thb 840kg



Nut Walker
THB 619 /Kg



Koh Kae
THB 781 /Kg



Camel
THB 842 /Kg

Brazil Nuts: Price of Brazil Nuts ranging from Thb 531/kg to Thb 1,618kg



Heritage
THB 531 /Kg



Nutzack
THB 1,050 /Kg



Nutriris
THB 1,618 /Kg

Pecan: Price of Pecan are ranging from THB 910/kg to THB 1,300kg



Delipop
THB 914/Kg



Nut Walker
THB 1,016/Kg



Chiatoro
THB 1,250 /Kg

EXAMPLE OF OTHER NUTS PRODUCTS

Peanuts and almonds

Peanuts: Price among peanuts brands are not significantly different.



Marujo
THB 206 /Kg



Koh Kae
THB 250/Kg



Tong Garden
THB 253 /Kg

Almonds: Price of Almonds ranging from THB 750/kg to THB 1,060/kg



Blue Daimonds
THB 767/Kg



Koh Kae
THB 862/kg



Camel
THB 1,060/kg

EXAMPLE OF OTHER NUTS PRODUCTS

Chestnuts and Pistachios

Chestnuts: Price of Lotus Seeds ranging from THB 340/kg to THB 700kg



Kor Yuan
THB 225 /Kg



Yu-i
THB 245 /Kg



Tong Garden
THB 440 /Kg

Pistachios: Price of Pistachios are ranging from THB 980/kg to THB 1,300kg



Tong Garden
THB 985 /Kg



Camel
THB 1,193/Kg



New Choices
THB 1,300 /Kg

EXAMPLE OF OTHER NUTS PRODUCTS

Hazelnuts

Hazelnuts: The price of hazelnut products ranges from THB 150/kg in milk to THB 990/kg in chocolate confectionery.

Vivenchi Puff



125 g
Price: 81 bath
THB 648/Kg

Snacky Wafer



200 g
Price: 40.5 bath

Ritter Sport
Chocolate



100 g
Price: 99 bath
THB 990/Kg

Choco Ville Hazelnuts
Spreads



350 g
Price: 132 bath
THB 377/Kg

Cadbury Chocolate



37 g
Price: 30 bath

Hooray Hazelnut Milk



250 g
Price: 38 bath

EXAMPLE OF OTHER NUTS PRODUCTS

MACADAMIA PRODUCTS

Macadamia: The price of macadamia products ranges from THB 885/kg in spreads to THB 1,653/kg in toasted macadamia.

Doitung Toasted
Macadamia



150 g
Price: 248 bath
THB 1,653/Kg

MyChoice Toasted
Macadamia



200 g
Price: 245 bath
THB 1,225/Kg

Meiji Chocolate



63 g
Price: 94 bath
THB 1,495/Kg

Doitung Spreads



200 g
Price: 177 bath
THB 885/Kg

PRICE RANGE/PRICE TENDENCIES

Nut Products

The retail price is THB100 higher than the wholesale price, and the wholesale price is marked up 50% higher than the buy price.

Type of Nuts	Retail Price (THB/KG)	Wholesale Selling Price (THB/KG)	Buying Price
Peanuts - Special	252	150	58.5
Peanuts-normal	195	100	52.5
Full Cashew Nuts	430	300	200
Half Cashew Nuts	320	220	120
Raw Almonds	450	350	250
Toasted Almonds	320	430	330
Full Walnuts	580	480	380
Half Walnuts	500	400	300
Small-sized Pistachio	850	360	260
Large-sized Pistachio	950	450	350
Peeled Hazelnuts	850	750	650
Hazelnuts with Pulp	950	650	550

Source: In-depth interviews with importers/distributors

PRICE RANGE/PRICE TENDENCIES

Nut Products

Chestnuts' wholesale price is double the buying price, where the retail price is just 50% higher.

Type of Nuts	Retail Price (THB/KG)	Wholesale Selling Price (THB/KG)	Buying Price
Macadamia in Shell	1,000	900	800
Shelled Macadamia	1,500	1,400	1,300
Chestnuts	210 - 440	160	80
Pecan	700 - 1,000	600 - 900	500 - 800
Brazil Nuts	1,000 – 1,200	900 – 1,100	800 – 1,000

Source: In-depth interviews with importers/distributors

PART 3

REGULATORY STRUCTURE AND IMPORT RULES

REGULATIONS PERTAINING TO IMPORTS OF THE PRODUCT

Brazil Nuts, Cashew Nuts and Pecans (other nuts) are not in the list of sensitive goods or restricted products to be imported into Thailand

Import Regulation

Brazil Nuts, Cashew Nuts and Pecans (other nuts) are not in the list of sensitive goods or restricted products. Traders are allowed to import these products into Thailand by following a typical importing process.

Import License

However, as Brazil Nuts, Cashew Nuts and Pecans (other nuts) are classified as agricultural products, an importer/exporter is required to apply for a license to import/export.

Applying for a license to be an exporter or importer import of agricultural products including nut products must submit

- photographs and maps or coordinates showing locations for office and storage;
- storage method information
- photographs with the lecture showing the characteristics of agricultural products

In the case where the applicant is a juristic person, an application for a license shall be submitted to the licensor along with information documents including registration number of juristic person.

- The importer must have a certificate for the production of peanuts and other types of nuts from the shelling plant, or collector, packer, or warehouse, depending on the nature of the goods management of the manufacturer located abroad. Such certificates must have a scope certification, one of the following: Agricultural product standards (Ts.4702-2014) Peanut kernels: aflatoxin content requirements Thai Agricultural Standard (TAS 4702-2014)
- The importer must have Good Manufacturing Practice (GMP) standards according to the Codex General Principles of Food Hygiene or Hazards Analysis and Critical Control Point System (HACCP) standards according to Codex General Principles of Food Hygiene or Food Safety Management System (FSMS) standards according to ISO/IEC 22000 (ISO/IEC22000)
- Juristic persons entitled to request a certificate can submit an application for a certificate at the Department of Foreign Trade along with the following documentary evidence: -Invoice, -Bill of Lading, -Certificate of Origin. The certificate will be valid for one month from the date of issuance. However, this shall not be later than December 31st of the year in which the certificate is issued.

LIST OF NECESSARY DOCUMENTATION BY IMPORTER

Documents required for import declaration

1. Information that should be prepared for use in submitting an import declaration

- ✓ Invoice
- ✓ Packing list
- ✓ Bill of Lading
- ✓ Insurance Premium Invoice
- ✓ a license or authorization letter In the case of restricted goods or goods subject to import control
- ✓ Certificate of origin (in case of requesting a reduction in duty rate)
- ✓ Other documents such as ingredient documents, product features and uses, etc.

2. Methods for submitting import declaration data to the customs department's computer system can be done in 4 channels as follows:

- ✓ The importer submits the import declaration information by himself. The importer must be registered as a customs declarator or perform customs formalities with the customs department first.
- ✓ The importer assigns the customs broker to send the information instead.
- ✓ The importer provides the service counter to send the information.
- ✓ The importer submits the import declaration in document form together with a detailed import declaration (Key Invoice) at the imported customs house

3. Tax payment must be made at the payment department of the customs department both in the form of cash, tax cards, debit cards, credit cards and checks of operators that are guaranteed by banks and approved by the customs department. E-payment or E-bill payment is also accepted.

Source: Custom Department, Ministry of Commerce (DFT)

IMPORT TARIFF

For Brazil Nuts, Cashew Nuts, and other nuts, including pecans, the ceiling rate is at 60%, while it is excepted for most trade agreements.

Nut products	HS Code	ad valorem rate %	specific rate	Exemption
Brazil Nuts	0801.21 0801.22	60% (Ceiling Rate) 30% (General Rate) 40% (WTO)	THB 50 /Kilogram (Ceiling Rate) THB 25.130 /Kilogram (General Rate) THB 33.5 /Kilogram (WTO)	<ul style="list-style-type: none"> • ASEAN FTA • ASEAN-Australia-New Zealand • ASEAN - China FTA • ASEAN – Hongkong FTA • ASEAN – India FTA • ASEAN – Korea FTA • Thai-Australia FTA • Thai-Chile FTA • Thai – China FTA • Thai – NewZealand FTA • Thai – Peru FTA • Thai – Singapore FTA • JTEPA (Japan – Thailand Economic Partnership Agreement)
Cashew Nuts	0801.31 0801.32			
Other Nuts	0802.90	60% (Ceiling Rate) 10% (General Rate) 40% (WTO)	THB 50 /Kilogram (Ceiling Rate) THB 8.5 /Kilogram (General Rate) THB 33.5 /Kilogram (WTO)	

Source: Customs Department, Ministry of Commerce

LABELING RULES

Standard labeling rules are applicable to nuts product (for packaged food)

Standard Labeling

Imported food products or domestic food products are required to display labels. For imported foods, Thai label must be applied where needed prior to entry and be affixed to every single item of the food product prior to marketing. Failure to apply the label before entry will lead to product seizure by the Thai FDA. The Thai FDA only requires pre-approved labels for specifically-controlled foods. For other foods, the food manufacturers or food importers are responsible to prepare a product label that complies with the Ministerial Notification No. 367 B.E. 2557([Link](#)), which is the new food labeling law for all prepackaged foods that became effective on December 3, 2014. (See GAIN report TH4091)

Nutrition Labeling

The regulations on nutrition labeling are based on the Ministerial Notification No. 182 of B.E. 2541 ([Link](#)) and No. 219 of B.E. 2544 ([Link](#)). Nutritional labeling is mandatory for the following types of food:

- Foods that make a specific dietary claim
- Foods that use nutritional values in marketing promotions
- Foods that specifically target a group of consumers (e.g., students, executives, elderly people, etc.) food not directly sold to consumers; and food packed in small containers which will be repacked and sold in a larger container. Nutrition labeling must be presented in Thai and a foreign language is optional. The standard U.S. nutrition fact panel is not acceptable as Thai Recommended Daily Intakes may not be identical to the United States. In addition, differences may exist in serving size and reference amount. Depending upon the labeling space, different formats are applicable, on either a vertical or horizontal basis. An example of standard comprehensive nutrition facts is provided. The format is similar to the U.S. nutrition fact panel but not identical.

Source: Department of Foreign Trade, Ministry of Commerce (DFT)

NUTRITION LABELING

Display dual nutrition labelling

Nutrition Information		
Serving size:.....(.....)		
Servings Per Container..... :		
Amount per serving	Product	Product after preparation
Total energy Kcal
(Energy from fat Kcal)
Product	Percent of Thai RDI*	
Total fatgm.%%
Saturated fatgm.%%
Cholesterolmg.%%
Proteingm.		
Total carbohydrategm.%%
Dietary fibregm.%%
Sugarsgm.		
Sodiummg.%%
Vitamin A%%
Vitamin B1%%
Vitamin B2%%
Calcium%%
Iron%%
* Percent of Thai Recommended Dairy Intakes for population over 6 years of age are based on 2,000 Kcal diet.		
Energy needs vary by individuals. If your activities require energy of 2,000 Kcal per day, your daily diet should provide the following nutrients:		
Total fat	Less than 65 gm.	
Saturated fat	Less than 20 gm.	
Cholesterol	Less than 300 mg.	
Total carbohydrate	300 gm.	
Dietary fibre	25 gm.	
Sodium	Less than 2,400 mg.	
Energy (Kcal) per gm. : fat = 9; protein = 4; carbohydrate = 4		

SANITARY AND PHYTOSANITARY REQUIREMENTS

Packaging and contain regulations are applicable to all packaged foods

- Packaging and Container Regulations The Thai FDA requires that all packaging and containers of food must comply with Ministerial Notification No. 92, B.E. 2528 ([Link](#)) and No. 295, B.E. 2548 ([Link](#)).
- The guidelines on packaging and containers are as follows:
 - A. Container must: -Be clean;-Not emit any heavy metals or other substances that would contaminate food in a volume to be harmful to health; -Free of germ contamination; emits no food-contaminating color.
 - B. Containers which are made from ceramic or enameled metal must conform to subsection (A) and meet lead and cadmium standards as described in the Ministerial Notification No. 92 (B.E. 2528). Re: Prescription of Quality or Standards for Food Containers, Use of Food Containers, and Prohibition of Use of Things as Food Containers
 - C. Containers which are made of plastic must conform to not only the quality or standard in subsection (A), but also the quality or standard in Schedule 1 of the Ministerial Notification No. 92 (B.E. 2528) Re: Prescription of Quality or Standard for Food Containers, Use of Food Containers, and Prohibition of Use of Things as Food Containers.
 - D. Plastics in the form of sheets or bags which are used as food containers must not be made from used plastic and must not have coloring except for: a) laminate plastic, only the layer that's not in direct contact with the food; and b) plastic which is used for packing shelled fruits.
 - E. Use of containers that have previously been used to pack or wrap fertilizers, hazardous substances or any substance likely to be harmful to humans is prohibited.
 - F. The use of containers that have been made to pack other products, which are not food, that bear a design or statement that may mislead as to the actual contents of a particular food is prohibited.
- A phytosanitary certificate (PC) issued by AAQ is required. The original copy must accompany every consignment to the Kingdom of Thailand.

Source: the Ministry of Public Health's Food and Drug Administration (FDA)

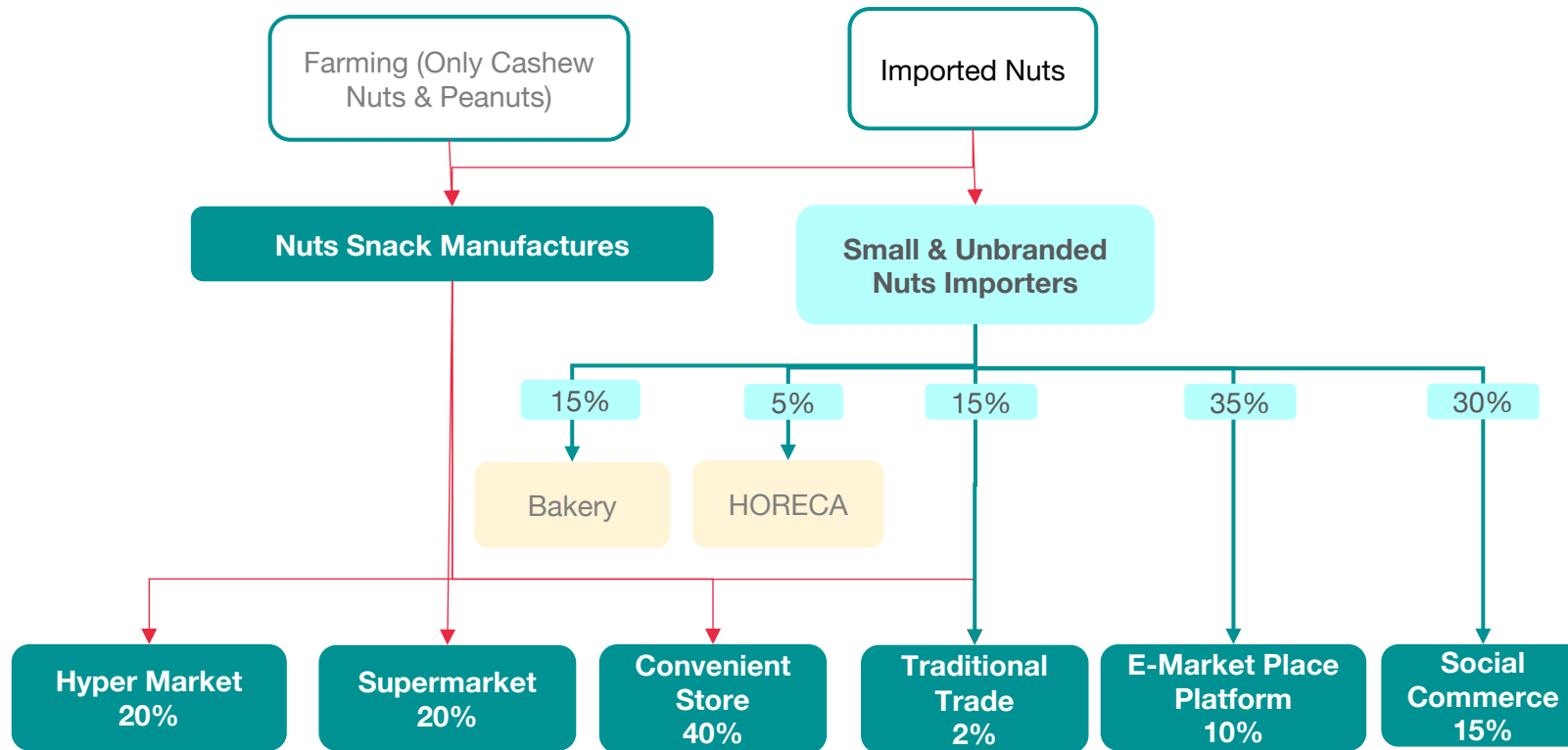
PART 4

LOGISTICS AND DISTRIBUTION CHANNEL

NUT INDUSTRY VALUE CHAIN

While modern trade is a key channel for branded nuts (from snack manufacturers), unbranded nuts are sold via their own page, online platform and to bakery producers.

NUT INDUSTRY VALUE CHAIN AND DISTRIBUTION CHANNEL



VALUE CHAIN IN THE NUT INDUSTRY

Nuts are primarily supplied to snack manufacturers and importers (food ingredient importers who specialize in supplying nuts-based products). Snack manufacturer products are primarily distributed through convenience stores. Additionally, hypermarkets and supermarkets are common distribution channels.

Small-nut importers/suppliers have a different distribution channel than branded snacks. According to an in-depth interview, approximately 20% of their products are sold to chained bakeries, small bakeries, and hotel restaurants. Another 80% are sold through traditional commerce, eMarketplaces, and social commerce (Facebook).

Source: In-depth interviews with key players

IMPORTERS OF NUT PRODUCTS

During the January to September 2021, there are total 157 companies imported nut products

IMPORTERS OF NUT PRODUCTS

Based on the latest data from the Ministry of Commerce, from January to September 2021, there were a total of 157 companies that imported nut products, among which 61 companies (or 31%) imported more than one type of nut product. Shelled Cashew Nuts are the product with the highest number of importers (41 companies)

No. of Importers – nut products

Products	HS Code	# of Importers
Shelled Cashew Nuts	HS Code: 80132	41
Almond Shelled Nuts	HS Code: 80212	36
Shelled Walnuts	HS Code: 80232	18
Chestnuts In shell	HS Code: 80241	11
Shelled Pistachios	HS Code: 80252	10
Almond Nuts In shell	HS Code: 80211	8
Pistachios In shell	HS Code: 80251	8
Shelled Macadamia	HS Code: 80262	8
Macadamia in shell	HS Code: 80261	7
Cashew Nuts in shell	HS Code: 80131	5
Shelled Hazelnuts	HS Code: 80222	5

KEY IMPORTERS OF NUT PRODUCTS

A list of importers for Brazil nuts is not available due to its small import volume. However, based on in-depth interviews, those who import Brazil nuts and pecans are the same as those who import cashew nuts, almonds, walnuts, chestnuts, pistachios, macadamias, and also hazelnuts.

Key importers of shelled cashew nuts are branded nuts such as Koh Kae, Tong Garden and Heritage Group. Other importers are SMEs such as Sunfoods Tradings, East Asia Products: Importer of rice flour and wheat, Food Project Siam, the leading seafood & Japanese food distributors. It is Central Food Retail that imports and packs its own brands.

Key importers of almond shelled nuts are nuts and seed sellers such as Arunthip Im-Export, Rainbow Food & Material Supply. Others are Kellogs, Thailand – cereal brand, United Foods, Thai Gulico – snack producers, Jagota Brothers – dairy, seafood & snacks importer.

Heritage Group, a producer of nutwalkerbrand, and Tong Garden are major importers of shelled walnuts and pistachios. Arunthip Im-Export, Rainbow Food & Material Supply, Charoenwattana–SME sellers. Chestnut importers are SMEs such as Fongyin Import Export, Kaoludthong Corporation, P Family Natural Foods, and Fongsun Agri Import Export. Importers of Brazil nuts are few. Examples are Bakery Hills-Bakery and Pastry Toppings distributors, NutZnack, IMNUTs, BioPanax (Nutriris), Penny's Trade-SME brands, and Daily Me – Granola Importer. Others are unknown brands selling via e-commerce platforms (Shopee and Lazada).

RETAIL DISTRIBUTION

Branded nut products is generally sold via retail store & their own shop. Souvenir shops & market at tourist area is the common channel for imported nut product.

RETAIL SALES OF NUT PRODUCTS

There are two type of in-store retail sales in Thailand which are modern trade and traditional trade. There are seven main types of modern trade where nut products are available as follow;

Supermarket: Branded nuts such as Tong Garden, Koh Kae, Green Nut, Nutwalker are available in well-known supermarket in Thailand as follow: Central Food Retail (Central Food Hall and Tops Market), The Mall Group (Home Fresh Mart and Gourmet Market), Foodland Supermarket, Villa Market. Imported nut brands is found to be few and only available in High-ended supermarket. Pecan & Brazil nuts is not commonly available in supermarket.

Hypermarket: The largest two hypermarkets are Lotus and Big C. Hypermarket is generally a channel for local branded nut products. Siam Makro, the wholesale retailer is the place where every type of nuts including pecan & Brazil nuts is found in wholesale package.

Convenience store: The leading convenience store chain is 7-Eleven, which accounts for 64% of the 17,205 convenience stores in Thailand is the place where local branded nut products is available to consumers. It is unlikely to found unbranded nuts, pecan or Brazil nuts in convenience store.

Own Shop : Own shop is not common for a snack or food brands. However, Tong Garden & Koh Kae have their own shop in Bangkok and tourist provinces like Chiang Mai and Chonburi.

Souvenir shop: Souvenir shop is a common place to buy unbranded nut products and also imported nuts in some shops. Souvenir shop is popular in tourist locations such as Chiangmai, Chiangrai, Chonburi, Rayong, Songkla, etc.

Souvenir Market & Specialty Shop. Unbranded & imported nut products can be found at souvenir market such as Kim Yong market at Songkla. Specialty shop is another key place to purchase imported nut products such as Jaeleng imported shop. Imported Chestnuts, Pecan & Brazil Nuts are also found in this channel.

Own shop of Koh Kae



Souvenir shop, a place for imported nut products



Souvenir market, where imported nut products found



ONLINE DISTRIBUTION

Online channel of eMarketplace and social media are the common channel to distribute unbranded and imported nut products.

ONLINE SALES OF RETAIL PRODUCTS

Online sales for nut products is increasing sharply via all online platform particularly during quarantine period. Nuts market is highly fragmented, crowded with small brands offering nut products in their own package.

For imported nut products, E-marketplace such as Shopee and Lazada are the prominent distribution channel to reach customers. There are 4 main channels of online sales where dairy products are sold as follow;

eMarketplace: Shopee and Lazada are popular channel for unbranded & imported nut products. Brazil nuts is also found in E-market place.

eRetailer: Branded nut products are generally purchased from key modern trade retailers develop their own eCommerce platform including MakroClick, TescoLotus, Tops, Big C, Grocer Lock and Nasket. 7-Eleven Delivery

Brand.com: Only branded nut products have their own channel which are Tong garden (<https://shop.tonggarden.co.th/>) , Bakery Hills (<https://www.bakeryhills.com/>) , Daily Me (<https://dailymeofficial.com/TH>) .

Social commerce: Social media is not a common channel for branded nut products, their page is only for marketing & advertising activities.

(<https://web.facebook.com/TongGardenThailand>) , However, it's a major channels for small & medium brands owning unbranded and imported nut products;
(https://web.facebook.com/AlmondsDaily?_rdc=1&_rdr);
(https://web.facebook.com/msnutshop?_rdc=1&_rdr)

KEY PLAYERS IN ONLINE SALES



KEY IMPORTER OF NUT PRODUCTS

Key Importer : Cashew Nuts In Shell

- 1 THANAPEN EXPORT LIMITED PARTNERSHIP
- 2 WANDEE PANICH MAE SOT LP
- 3 MRS. KUNPAWEE PHANRAT
- 4 P.P. CUSTOMS LIMITED PARTNERSHIP
- 5 BUHLER (THAILAND) CO., LTD.

Key Importer : Shelled Cashew Nuts

- 1 HERITAGE GROWER CORPORATION CO., LTD.
- 2 HERITAGE SNACK AND FOOD CO., LTD.
- 3 RUAM THAI CO., LTD.
- 4 SUN FOODS TRADING CO., LTD.
- 5 TONG GARDEN CO., LTD.
- 6 CHAROEN DEE MARKETING CO., LTD.
- 7 THANAPEN EXPORT LIMITED PARTNERSHIP
- 8 YUYONG LP
- 9 MAERUAY FACTORY CO., LTD.
- 10 CHAROEN WATTTHANA CO., LTD.
- 11 EAST ASIA PRODUCTS CO., LTD.
- 12 R&D PATHAN TRADING PARTNERSHIP
- 13 LILY TOBEKA CO., LTD.
- 14 984 CO., LTD.
- 15 WASU AND SUPA CO., LTD.
- 16 C.N. INTER PRODUCT LIMITED PARTNERSHIP
- 17 ORGANIC NATURAL FAIR TRADE CO., LTD.
- 18 WINNER GROUP PLC. ENTERPRISE
- 19 888 INTER PRODUCT CO., LTD.
- 20 COVER NUT MAC CO., LTD.

Key Importer : Almond In Shell

- 1 PKM TRADING (THAILAND) CO., LTD.
- 2 MEGA POTENZIE CO., LTD.
- 3 HUATAI TRADE CORPORATION CO., LTD.
- 4 THANACHAPA LOGISTICS CO., LTD.
- 5 LIANG YI HENG CO., LTD.
- 6 NATHA PURE CO., LTD.
- 7 BUHLER (THAILAND) CO., LTD.
- 8 MITSUPHAN RICE CO., LTD.

Source: Ministry of Commerce, Import data during Jan - Aug 2021

KEY IMPORTER OF NUT PRODUCTS

Key Importer : Almond Shelled Nuts

- 1 HERITAGE SNACK AND FOOD CO., LTD.
- 2 CHAROEN WATTHANA CO., LTD.
- 3 CHA CHA FOOD (THAILAND) CO., LTD.
- 4 ORIENTAL FOODS LIMITED PARTNERSHIP
- 5 PKM TRADING (THAILAND) CO., LTD.
- 6 ORGANIC NATURAL FAIR TRADE CO., LTD.
- 7 RUAM THAI CO., LTD.
- 8 UNITED FOODS PLC.
- 9 TONG GARDEN CO., LTD.
- 10 ARUNTHIP LP IM-EXPORT
- 11 MAERUAY FACTORY CO., LTD.
- 12 PACIFIC GOURMET LP
- 13 KELLOGG (THAILAND) CO., LTD.
- 14 THANYATHIP IMPORT EXPORT LIMITED PARTNERSHIP
- 15 WINNER GROUP PLC. ENTERPRISE
- 16 COVER NUT MAC CO., LTD.
- 17 FLOWER FOOD LTD., PART.
- 18 MITSUPHAN RICE CO., LTD.
- 19 RAINBOW FOODS AND MATERIAL SUPPLY CO., LTD.
- 20 FOOD PROJECT (SIAM) CO., LTD.

Key Importer : Shelled Hazelnuts

- 1 CHAROEN WATTHANA CO., LTD.
- 2 HERITAGE SNACK AND FOOD CO., LTD.
- 3 AMERICAN-EUROPEAN PRODUCTS CO., LTD.
- 4 TL TRADE WIND LTD., PART.
- 5 LILY TOBEKA CO., LTD.

Key Importer : Shelled Walnuts

- 1 ORIENTAL FOODS LIMITED PARTNERSHIP
- 2 HERITAGE SNACK AND FOOD CO., LTD.
- 3 CHAROEN WATTHANA CO., LTD.
- 4 RAINBOW FOODS AND MATERIAL SUPPLY CO., LTD.
- 5 COVER NUT MAC CO., LTD.
- 6 CHAIWARUT COLD ROOM CO., LTD.
- 7 ORGANIC NATURAL FAIR TRADE CO., LTD.
- 8 THANYATHIP IMPORT EXPORT LTD., PART.
- 9 ASIAN SEAFOOD COLDSTORAGE PCL.
- 10 THAI ROYAL FROZEN FOOD CO., LTD.
- 11 YOU & V INTERTRADE CO., LTD.
- 12 TONG GARDEN CO., LTD.
- 13 TONG SON AND PATTARAWADEE CO., LTD.
- 14 KING MILLING CO., LTD. (SURATTHANI)
- 15 GUI LIM HEUNG CO., LTD.
- 16 FARANG FOOD PARADISE CO., LTD.
- 17 RG FOOD INTERNATIONAL CO., LTD.
- 18 MITSUPHAN RICE CO., LTD.

Source: Ministry of Commerce, Import data during Jan - Aug 2021

KEY IMPORTER OF NUT PRODUCTS

Key Importer : Chestnuts in Shell

- 1 HERITAGE SNACK AND FOOD CO., LTD.
- 2 TONG GARDEN CO., LTD.
- 3 MITSUPHAN RICE CO., LTD.
- 4 LIANG YI HENG CO., LTD.
- 5 GUI LIM HEUNG CO., LTD.
- 6 BUHLER (THAILAND) CO., LTD.
- 7 MR. NIRANJAN REDDY RENATI
- 8 AMERICAN-EUROPEAN PRODUCTS CO., LTD.

Key Importer : Macadamia in Shell

- 1 PKM TRADING (THAILAND) CO., LTD.
- 2 MEGA POTENZIE CO., LTD.
- 3 EANG FOODS LIMITED PARTNERSHIP
- 4 COVER NUT MAC CO., LTD.
- 5 NEW TECHNOLOGY 2009 LIMITED PARTNERSHIP
- 6 WANDEE PANICH MAE SOT LP
- 7 BANNAJERD CUSTOM BROKER PARTNERSHIP

Key Importer : Shelled Macadamia

- 1 HERITAGE SNACK AND FOOD CO., LTD.
- 2 TONG GARDEN CO., LTD.
- 3 CHAROEN WATTHANA CO., LTD.
- 4 COVER NUT MAC CO., LTD.
- 5 CHAKRIYA CO., LTD.
- 6 MR. CHANATHIP PANGSENGTHONG
- 7 MISS SARISA KANAL
- 8 MITSUPHAN RICE CO., LTD.

Key Importer : Pistachios in Shell

- 1 FONG YIN IMPORT EXPORT CO., LTD.
- 2 K.F. KING FRUIT CO., LTD.
- 3 NORTH RIVER INTERTRADE CO., LTD.
- 4 S D INTER TRADING (THAILAND) LTD., PART.
- 5 ATEM GROUP (THAILAND) CO., LTD.
- 6 GOLDEN CHESTNUT CORPORATION CO., LTD.
- 7 GOOFNER CO., LTD.
- 8 P. FAMILY CO., LTD. NATURE FOODS
- 9 NAKORN LOGISTICS CO., LTD.
- 10 NONTAWAT IMPORT EXPORT CO., LTD.
- 11 FONG SOON AGREE IMPORT EXPORT CO., LTD.
- 12 HERITAGE SNACK AND FOOD CO., LTD.
THAIRAN TRADING AND DISTRIBUTION CO., LTD.
- 13 THANYATHIP IMPORT EXPORT LIMITED PARTNERSHIP
- 14 CHAROEN WATTHANA CO., LTD.
- 15 ORIENTAL FOODS LIMITED PARTNERSHIP
- 16 COVER NUT MAC CO., LTD.
- 17 TONG GARDEN CO., LTD.
- 18 FARANG FOOD PARADISE CO., LTD.
- 19 MITSUPHAN RICE CO., LTD.
- 20 MR. AMNUAY KONGSINSUK

Source: Ministry of Commerce, Import data during Jan - Aug 2021

PART 5

COMMERCIALIZATION AND MARKETING

MARKETING PRACTICES

Nut brands usually utilize discount campaigns with social platforms, while small brands just give discounts on their platform.

Most of the marketing practices are on social media. They advertise on their platform mainly on Facebook, while small brands offer discounts on their website.

- Discount on the company's website. Tong Garden is the brand that usually holds promotion discounts on their website.
- Marketing via social media. All branded nut products are given a price discount on Lazada and Shopee for a limited time period, usually once a month.
- Reward points. The Heritage group encourages customers to earn point rewards during the J-festival.
- Retail Promotion. Typical campaign with major retailers such as Big C, Lotus, and 7-Eleven. Tong garden just had live product sales on Facebook of online retail.
- Line: The selling channel for small and medium-sized brand sellers is line.



MARKET OPPORTUNITIES

Zooming out into other premium nuts, the market in Thailand is attractive and Brazil Nuts is considered to be new to the market to address into premium nuts segment

Import Volume : Nut Products
Unit : Tons

CAGR 16' - 20'

	2016			2017			2018			2019			2020				
Cashew Nuts			7,654			9,105			9,197			10,562			10,646		8.6%
Almonds			3,854			2,749			6,954			8,661			5,802		-1.3%
Chestnuts			4,815			5,319			5,018			5,656			4,564		79.4%
Macadamia	318			287			387			1,701			3,290				291.0%
Hazelnuts	7			26			79			678			1,654				-6.9%
Pistachios	831			747			2,219			3,908			625				-45.4%
Walnuts			4,319			863			385			1,062			384		8.1%
Brazil Nuts	25			32			17			18			33				10.8%

Source: Customs Department

- Consumers are becoming increasingly concerned about their health. When it comes to snacks, customers choose those with healthier components and no trans fat. People are increasingly choosing **high-quality nut** products as they are becoming more health conscious.
- Because of the potential demand to meet dietary needs such as low-sugar, low-fat, and plant-based claims, **nut cereals and snack bars** are in high demand. Nuts with granola in yogurt for breakfast in the morning, in particular, have been a key contributor to the rise of the snacking business in recent years.
- **Nut-based butter, paste, fillings, and flour** are also becoming more widely used in a variety of applications, with bakery and confectionery being the most prevalent. Nut flour and paste are also incorporated for the development of plant-based savory products. Raw ingredients used to make semi-finished baked products include almonds, hazelnuts, cashew nuts, macadamia nuts, and pistachios.

POSSIBLE BARRIERS TO ENTRY

Low market awareness is the key barrier for Brazil nuts



Brand Loyalty: Thai customers are very familiar with the Koh Kae and Tong Garden brands, but during the last few years, consumers have gained more acceptance of unbranded nuts. Domestic consumption is likely to grow as the product gains popularity as a healthy snack. The sole common avenue for unbranded or small brands to reach clients is through an online platform. As a result, importers must engage in extensive internet marketing to increase the consumption of nuts, particularly Brazil Nuts.



Price competition for middle-price nuts: Cashew nut production is insufficient to meet domestic demand. As a result, the vast majority of them are imported for domestic consumption. The price of imported cashew nuts is always less expensive than domestic cashew nuts. Importers can control the purchase amount when purchasing from Vietnam due to the larger volume of cashew nuts produced. As a result, Thai importers favor Cashew Nuts from Vietnam.



Country of origin for premium nuts: The United States is well-known for its high-quality nuts, which include almonds, pecans, macadamia, and pistachios. Consumers may be hesitant to seek out products from other countries.

Market Awareness: Brazil nuts have a relatively small market share, limited to nut enthusiasts and vegans. To promote market awareness, importers/distributors are required to put marketing efforts to promote Brazil nuts in term of its health benefits as well as taste or recipe for baking to expand into the Thai market.

RECOMMENDED PRACTICES IN THE THAI MARKET

Premium nut is the most promising market to enter

MARKET PRACTICES

Low-Priced Nuts

Key products

Peanuts, Green peas,
Broad Beans

Key concerns

Koh Kae and Tong Garden is dominated in this market holding strong brand loyalty in consumer perception.

Low-priced nuts is not commonly used in bakery industries.

Mid-Priced Nuts

Key products

Cashew Nuts, Chestnuts

Key concerns

This market is fragmented with unbranded and small brands. Highly competitive on price competition.

Chinese brand quite has strong foothold in Chestnuts market. Key brands is trying to capture this markets

Cashew nuts is also popular in bakeries industry while chestnuts is not.

Premium Nuts

Key products

Almonds, Pecan,
Pistachios, Macadamia,
Brazil Nuts

Key concerns

Highly fragmented market. Key brands is trying to capture this markets

Online Channel is considered crucial for unbranded, imported brands and small brands in nuts market.

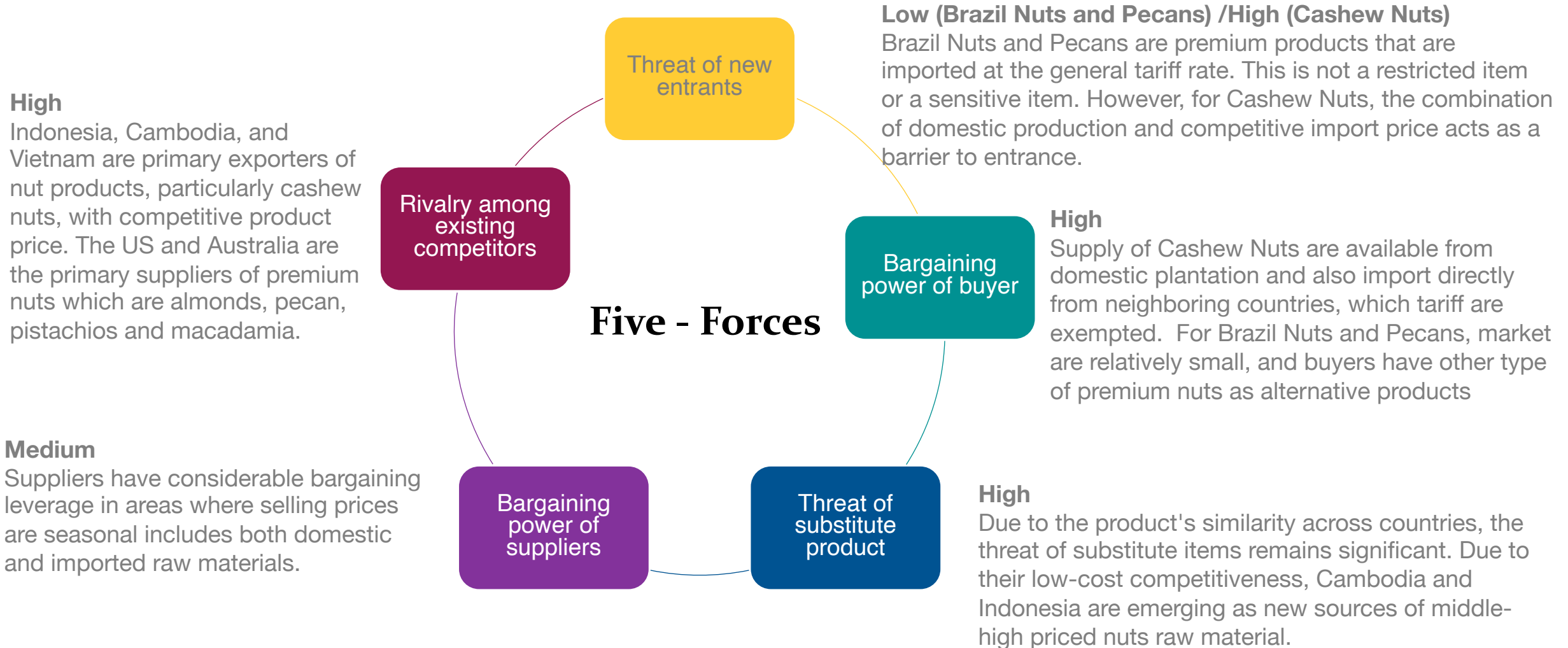
- The low-price market is attractive due to the high volume of demand. However, Koh Kae and Tong Garden have strong brand loyalty.
- The mid-priced market is highly fragmented; it is appealing to enter owing to its size, but it is also quite competitive in terms of pricing. Cashew nuts are frequently imported from Vietnam, whereas chestnuts are supplied from China.
- The premium nuts snack sector is still relatively tiny in contrast to other segments. However, because these nuts are regarded as a healthy food, market expansion is attractive. Premium nuts account for a sizable market share in the bread industry. Online is the recommended channel for new entrants who require extensive online marketing activity.

PART 6

EVALUATION OF OPPORTUNITIES FOR BRAZILIAN PRODUCTS

EASINESS OR CHALLENGES TO ENTER MARKET

Thailand market of nuts product is highly competitive



APPENDIX

APPENDIX : IN-DEPTH INTERVIEWS

	Companies	Position of Interviewee
1	RAINBOW FOODS AND MATERIAL SUPPLY CO., LTD	Purchasing Manager
2	I'M NUTS CO., LTD	Owner
3	NUTZNACK CO., LTD	Owner
4	PENNY'S TRADE CO., LTD	Owner
5	KUY LIM HENG CO., LTD	Marketing Executive
6	NUT FRUIT CO., LTD	Owner
7	BLUE DAIMONDS CO., LTD	Marketing Executive
8	MAERUAY CO., LTD	Purchasing Manager
9	CHAROEN WATTANA CO., LTD	Purchasing Executive
10	SUN FOODS TRADING CO., LTD	Purchasing Executive