



# THAILAND'S TOP FOOD PRODUCTS DRIVING THE SUPPLY CHAIN

## Introduction

Thailand is one of the world's leading producers and exporters of food and agricultural products, supported by a strong agricultural base, favorable climate conditions, and a well-developed food processing industry. The country plays a critical role in global food supply chains, particularly in key commodities such as rice, seafood, poultry, sugar, and tropical fruits.



Thailand is consistently ranked among the top global exporters of several agricultural products. For example, it is one of the world's largest exporters of rice and processed seafood, while also holding a strong position in poultry exports and tropical fruit trade, particularly durian.

In 2025, Thailand's total exports reached approximately USD 339.6 billion, with food and agricultural products contributing a significant share of this value. The food sector alone generates tens of billions of dollars annually and remains a key pillar of the Thai economy, supporting employment, rural development, and industrial growth.

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## Market Overview

Thailand's food market is driven by both domestic consumption and international demand, supporting a dynamic and resilient supply chain ecosystem.

On the domestic side, rising income levels, urbanization, and changing consumer lifestyles have increased demand for packaged food, beverages, and ready-to-eat products. On the international side, strong demand from major markets such as China, the United States, and Japan continues to drive export growth.

Key drivers include:

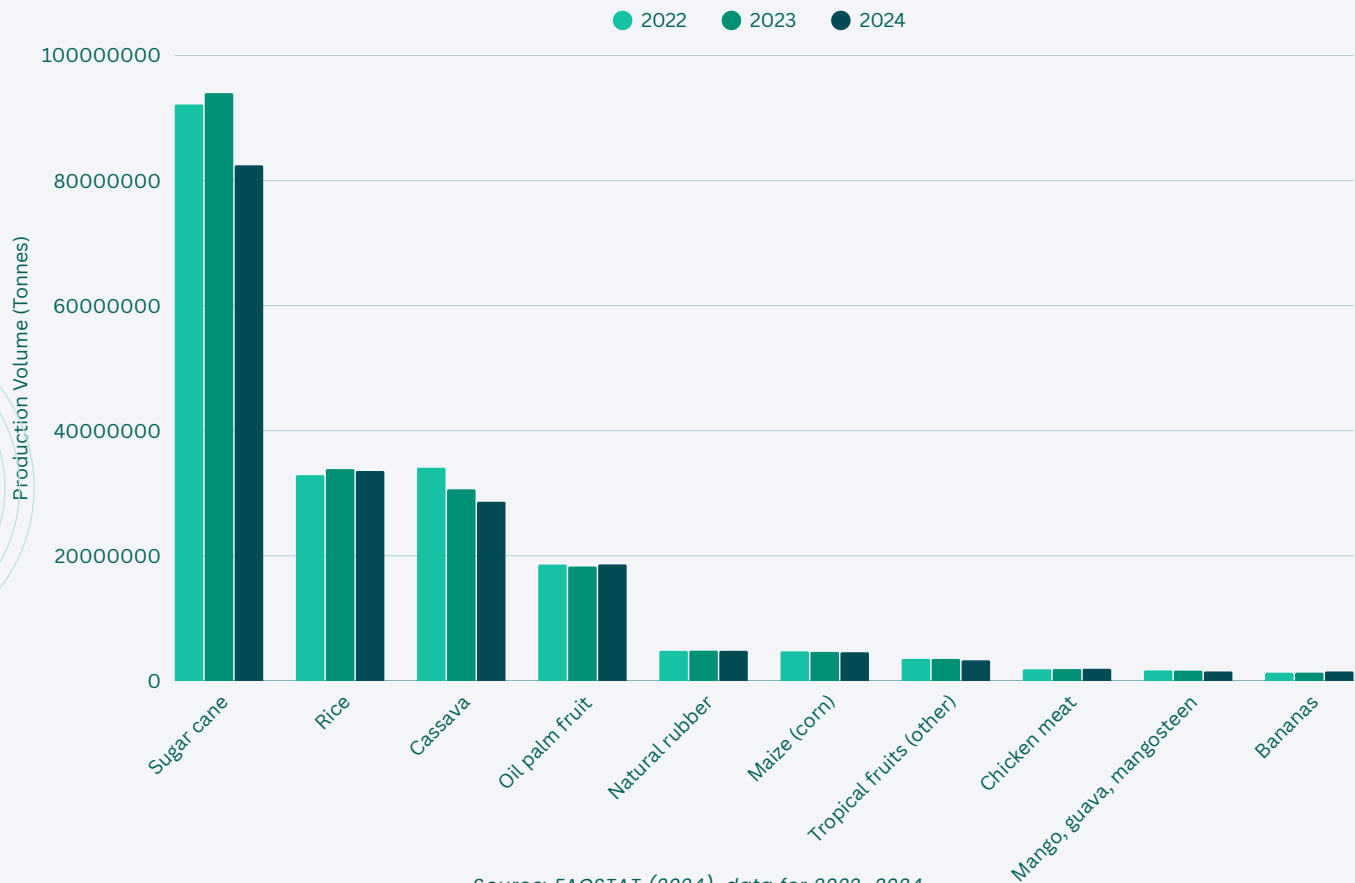
- Rapid urbanization and evolving consumption patterns
- Increasing demand for convenience and processed food
- Expansion of modern retail and e-commerce channels
- Strong export demand from global markets

Overall, Thailand's food industry demonstrates a strong balance between high-volume agricultural production and value-added processing, enabling the country to remain competitive in global markets.



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## Thailand Food Production Trends (2022–2024)



Source: FAOSTAT (2024), data for 2022–2024

The chart illustrates Thailand's production trends for ten major food and agricultural products between 2022 and 2024. Overall, sugar cane remained the highest-volume product throughout the period, reaching 82.44 million tonnes in 2024, despite declining from 93.98 million tonnes in 2023. This shows that sugar cane is still one of the strongest foundations of Thailand's agricultural supply chain.

Rice ranked second in production volume and remained relatively stable, increasing from 32.88 million tonnes in 2022 to 33.55 million tonnes in 2024. Cassava, on the other hand, showed a downward trend, decreasing from 34.07 million tonnes in 2022 to 28.62 million tonnes in 2024.

Oil palm fruit stayed stable at around 18–19 million tonnes, while natural rubber and maize remained at approximately 4–5 million tonnes. Tropical fruits slightly decreased over the three-year period, while chicken meat showed consistent growth, rising from 1.83 million tonnes in 2022 to 1.92 million tonnes in 2024.

Overall, the chart shows that Thailand's food production is strongly supported by high-volume crops such as sugar cane, rice, cassava, and oil palm fruit. These products form the backbone of Thailand's agricultural supply chain and support both domestic consumption and export activities.



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## Supply Chain Structure in Thailand's Food Industry

Thailand's food supply chain is a multi-stage system that integrates agricultural production, industrial processing, and global distribution. It can be broadly divided into five key stages:

### 1. Production (Upstream)

Agricultural production forms the foundation of the supply chain. High-volume crops such as sugarcane, rice, cassava, and oil palm dominate production, supported by favorable climate conditions and extensive farming areas.

### 2. Processing & Value Addition

Raw materials are transformed into higher-value products through processing, including canned seafood, processed poultry, packaged food, and ready-to-eat products. This stage significantly increases export value and global competitiveness.

### 3. Packaging & Storage

Proper packaging and storage are essential to maintain product quality, especially for perishable goods. Cold chain systems play a critical role for seafood, meat, and fresh produce.

### 4. Transportation & Logistics

Products are transported via road, inland logistics, and ocean freight (LCL/FCL) to international markets. Efficient logistics systems are critical to minimizing delays and preserving product quality.

### 5. Distribution & Export Markets

Final products are distributed to both domestic markets and global destinations, including China, the United States, Japan, and ASEAN countries.

#### Key Challenges in the Food Supply Chain

- High perishability of food products
- Complex international trade regulations and compliance requirements
- Documentation and customs procedures
- Rising logistics costs and shipping delays
- Maintaining consistent product quality across long-distance transport

#### Strategic Importance of Logistics

Logistics plays a central role in connecting all stages of the supply chain. Efficient logistics systems ensure:

- Timely delivery to global markets
- Reduced product loss and waste
- Compliance with international standards and regulations
- Cost efficiency and operational scalability



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## Application in Practice: Integrated Logistics Solutions

In practice, many exporters—particularly small and medium-sized enterprises (SMEs)—face significant challenges in managing international logistics and regulatory compliance.

These challenges include coordinating multiple service providers, handling complex documentation, and ensuring compliance with international import regulations.

To address these issues, integrated logistics service providers offer end-to-end solutions that streamline the entire export process. These services typically include:

- Pickup and consolidation of goods in Thailand
- Professional packing and palletization
- Ocean freight transportation (LCL / FCL)
- Export documentation and customs clearance
- Compliance with U.S. Food and Drug Administration regulations
- Handling of Importer of Record (IOR) requirements
- Final delivery to warehouses or platforms such as Amazon FBA

### Integrated Logistics Solutions

**Terrestrial** delivers fully integrated logistics solutions, covering the entire export process from origin in Thailand to final delivery in the United States. This integrated approach allows exporters to:

- Reduce operational complexity
- Improve efficiency and scalability
- Ensure compliance with international trade regulations
- Focus on business growth and market expansion



### Final Insight

As global demand for food products continues to grow, Thailand's competitiveness will increasingly depend on the integration of:

- Efficient logistics systems
- Regulatory compliance
- Value-added production

Logistics is no longer just a support function—it is a strategic driver of global competitiveness.

### References

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