

PROCESSING-FOOD AND HEALTHY-BEVERAGE INDUSTRY IN THAILAND AND ENTREPRENEURS' ADAPTATION

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Abstract

For decades, Thailand was known as a source of agricultural products and exporter of transformation. The product served people all around the world. The processing-food and healthy-beverage industry provides a variety of forms, such as frozen finished food and preserved fruit-juice. The advancement of new technology has pushed the industry to grow quickly over the past few decades. Thailand has upgraded to be a world class exporter. This study aims to understand changes in industry and the future trends of the international market. We studied both the whole and each part of the industry in terms of quantity and value exports, specifically in new markets. The technique of comparing change and future trend forecasting was applied. The adaptive tendencies of entrepreneurs in these industries were also collected. The study found that while the volume of total country exports declined during the recession, the value export of these industrial products increased. The advanced processing technology applied and new idea creation of entrepreneurs were the major factors. The adaptation to create the products and new market finding made the difference. Many of them showed strong experience, which may reflect high competency at the moment. The future trend of the international market seems bright.

Keywords: food & beverage industry / Thai product / international market.

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