

Market brief Thailand

Financial year 2023/24

Global exports to Thailand

Rank #16 in the global dairy market (by volume).

Destination for over 340,000 tonnes of dairy product, worth over US\$990 million (in 2023/24).

Exports to Thailand have increased by 18% over five years (2019/20–2023/24).

The biggest volume growth (product categories exceeding US\$20 million) has been in:

- Butter (137%)
- Cheese (60%)
- Whole Milk Powder (50%).

The biggest volume decline (product categories exceeding US\$20 million) has been in:

- Buttermilk Powder (–19%)
- Infant Powder (–12%).

Australian market share

Rank #4 in the share of Thailand import volume.

Destination for over 36,000 tonnes of Australian dairy product, worth US\$120 million (in 2023/24).

Exports to Thailand have increased by 44% over five years (2019/20 – 2023/24).

The biggest volume growth (product categories exceeding US\$1 million) has been in:

- Milk (563%)
- Whey Powder (103%)
- Whole Milk Powder (88%).

The biggest volume decline (product categories exceeding US\$1 million) has been in:

- Butter Oil (–34%)

Tariff environment

The Thailand–Australia free trade agreement (TAFTA) entered into force on January 1st, 2005, with an immediate reduction in tariff rates for all dairy products. From 1st of January 2020, the ASEAN Australia New Zealand free trade agreement (AANZFATA) replaced the TAFTA as the preferential agreement for export of dairy products to Thailand. This is for all dairy products except liquid milk and SMP. In these two cases, the TAFTA agreement remains the preferred agreement with special safeguard volume restrictions set to be phased out by 2025. Exporters are advised to consult a specialist customs broker before entering the Thai market. A summary of current tariffs for the major dairy categories imported by Thailand can be found in Table 2.

Key international marketing programs and activities

Dairy Australia runs or is involved in a number of marketing programs and activities in Thailand. These include the Southeast Asia Dairy Scholarship program aimed at familiarising dairy and food industry professionals from the region with aspects of the Australian dairy industry and the southeast Asian Alumni Program for past scholars. Outside of COVID-19 travel restrictions, Dairy Australia aims to regularly visit Thailand and present seminars to local industry players in key markets.

Figure 1 Dairy imports

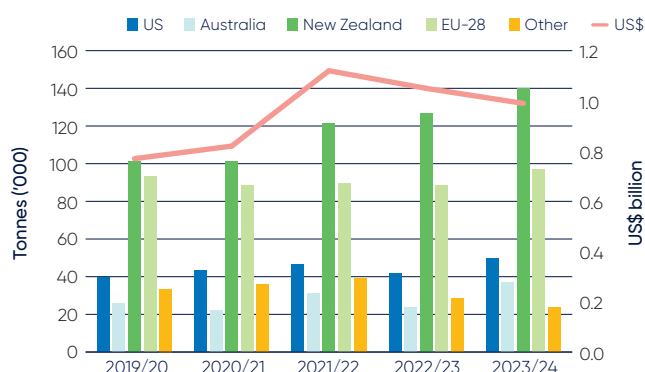


Figure 2 Top dairy exports to Thailand by volume

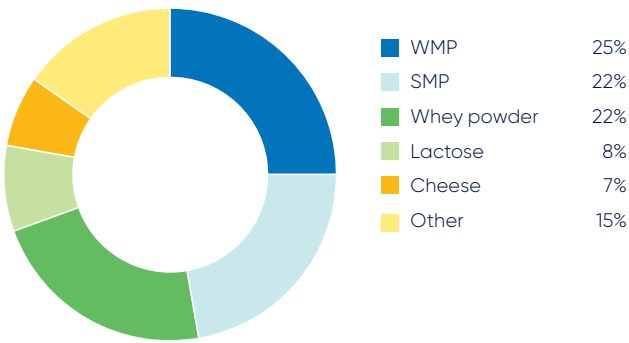


Figure 4 Top Australian dairy exports by volume

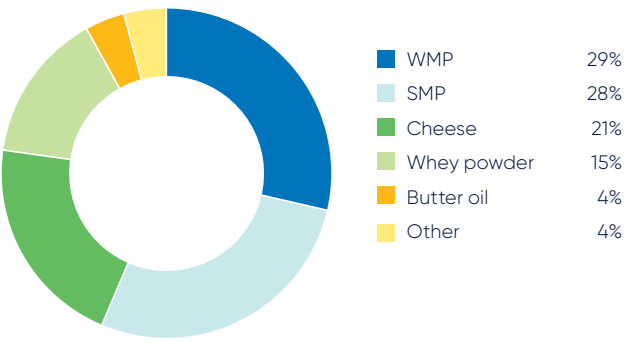


Figure 3 Top dairy exports to Thailand by US\$ value

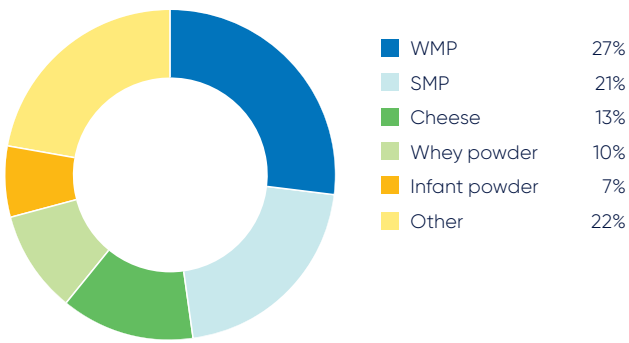


Figure 5 Top Australian dairy exports by US\$ value

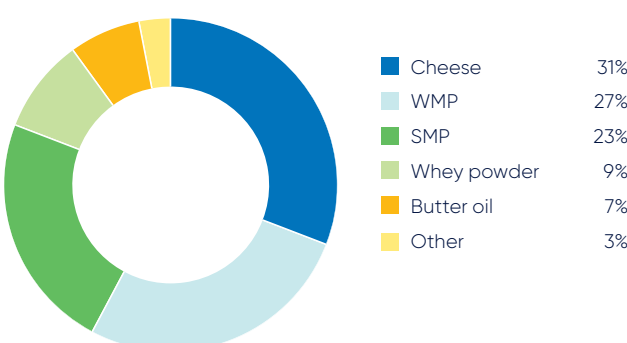


Table 1 Australia exports

Product group	Market share (US\$ %)		Volume ('000)		Value (million US\$)	
	2019/2020	2023/2024	2019/2020	2023/2024	2019/2020	2023/2024
WMP	13	15	5.65	10.64	22.70	37.19
SMP	9	16	8.55	9.93	16.43	31.55
Cheese	35	23	5.21	7.45	23.13	26.61
Whey Powder	5	12	2.59	5.26	3.32	10.72
Butter Oil	19	13	2.15	1.43	10.44	8.05
Total imports	10	12	25.6	36.7	79.9	120.2

Further information

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