

Industry Experience on Global Market Prospects and Growth Prospects for Coconut Products in Thailand

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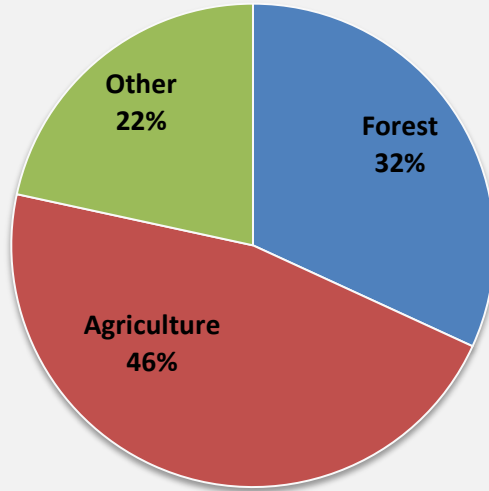




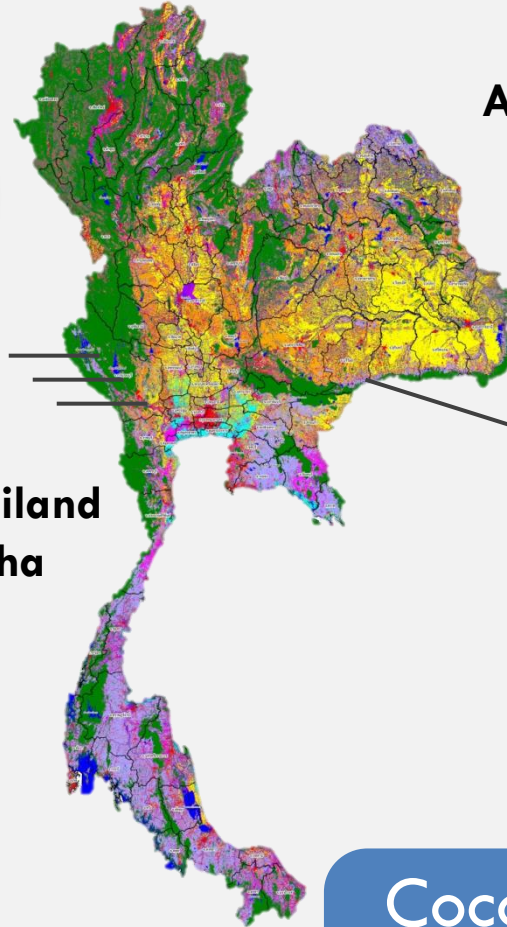
Topics of presentation

- Overview of status of coconut production and marketing in Thailand
- Present of 5 coconut processing companies
- Coconut products
- Technology of processing
- Export markets
- Trend of coconut products in the future
- Conclusion

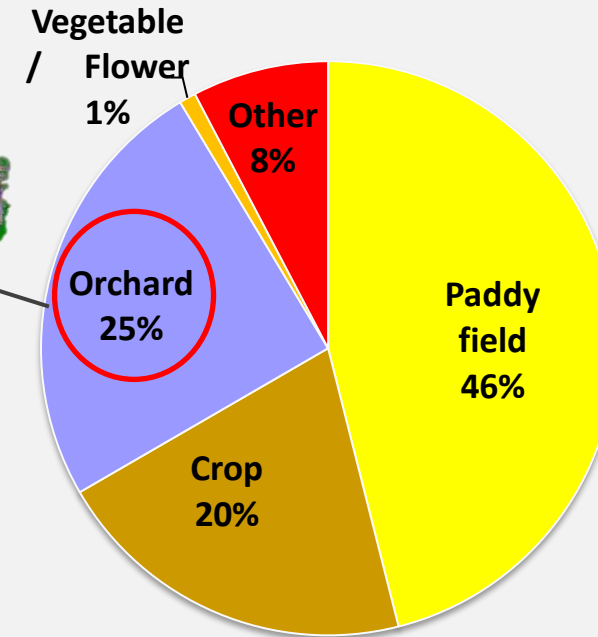
Land Used in Thailand



**Total area of Thailand
51.31 million ha**

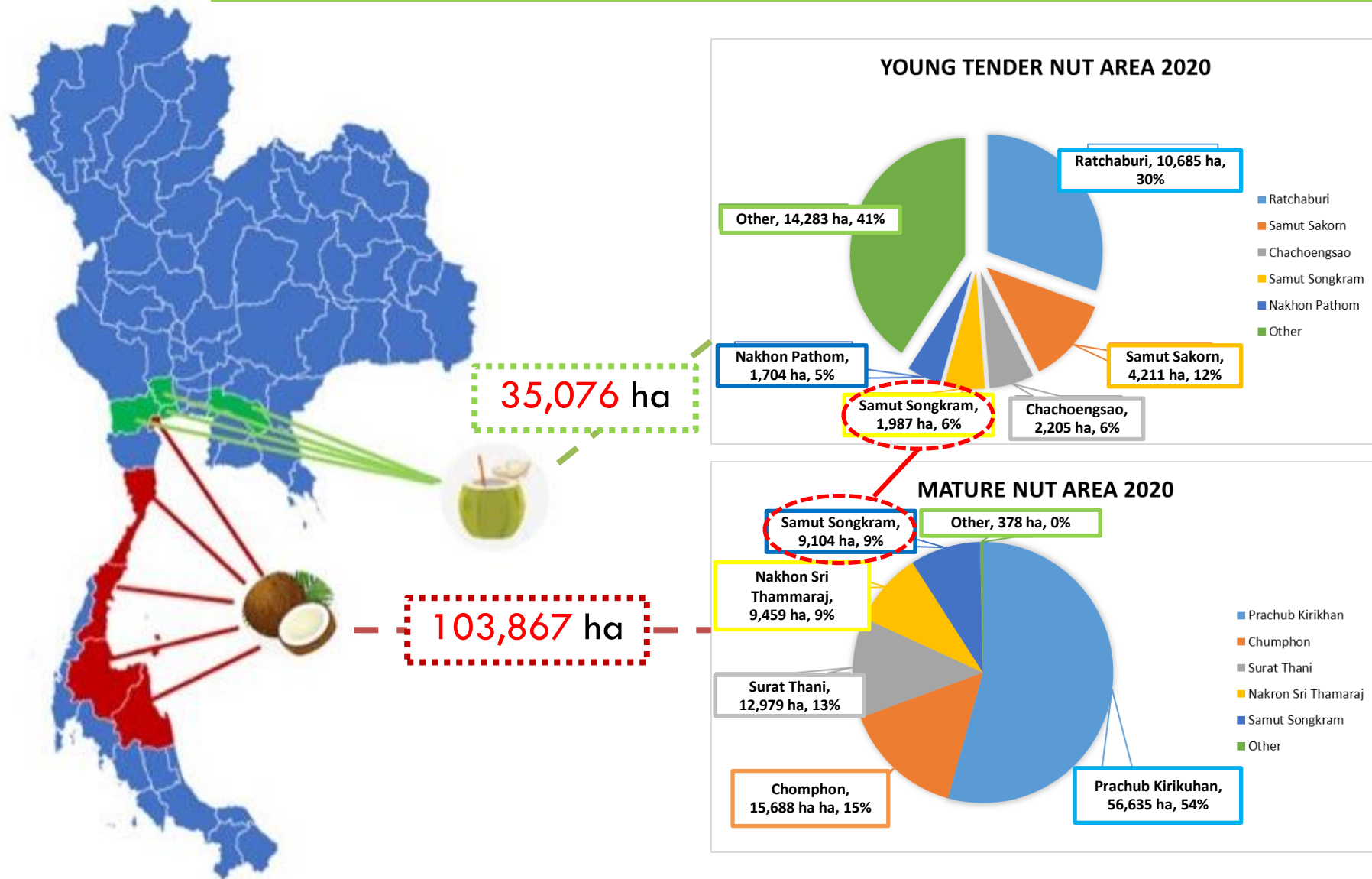


Agriculture Land Use in 2020

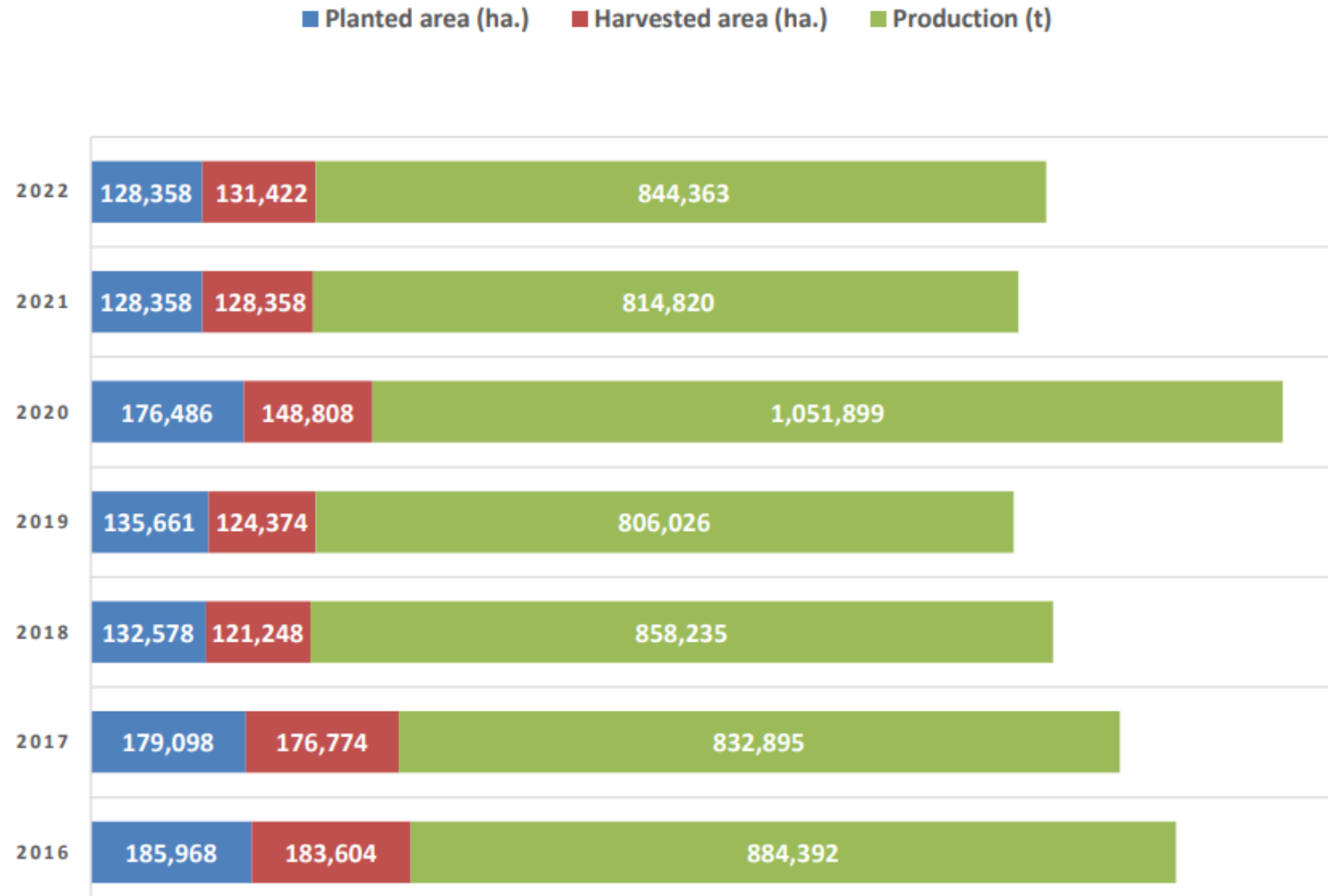


**Coconut harvested area was
2.9% of orchard.**

Coconut Producing Area



Planted area, Harvested area and Production of Coconut in 2016-2022



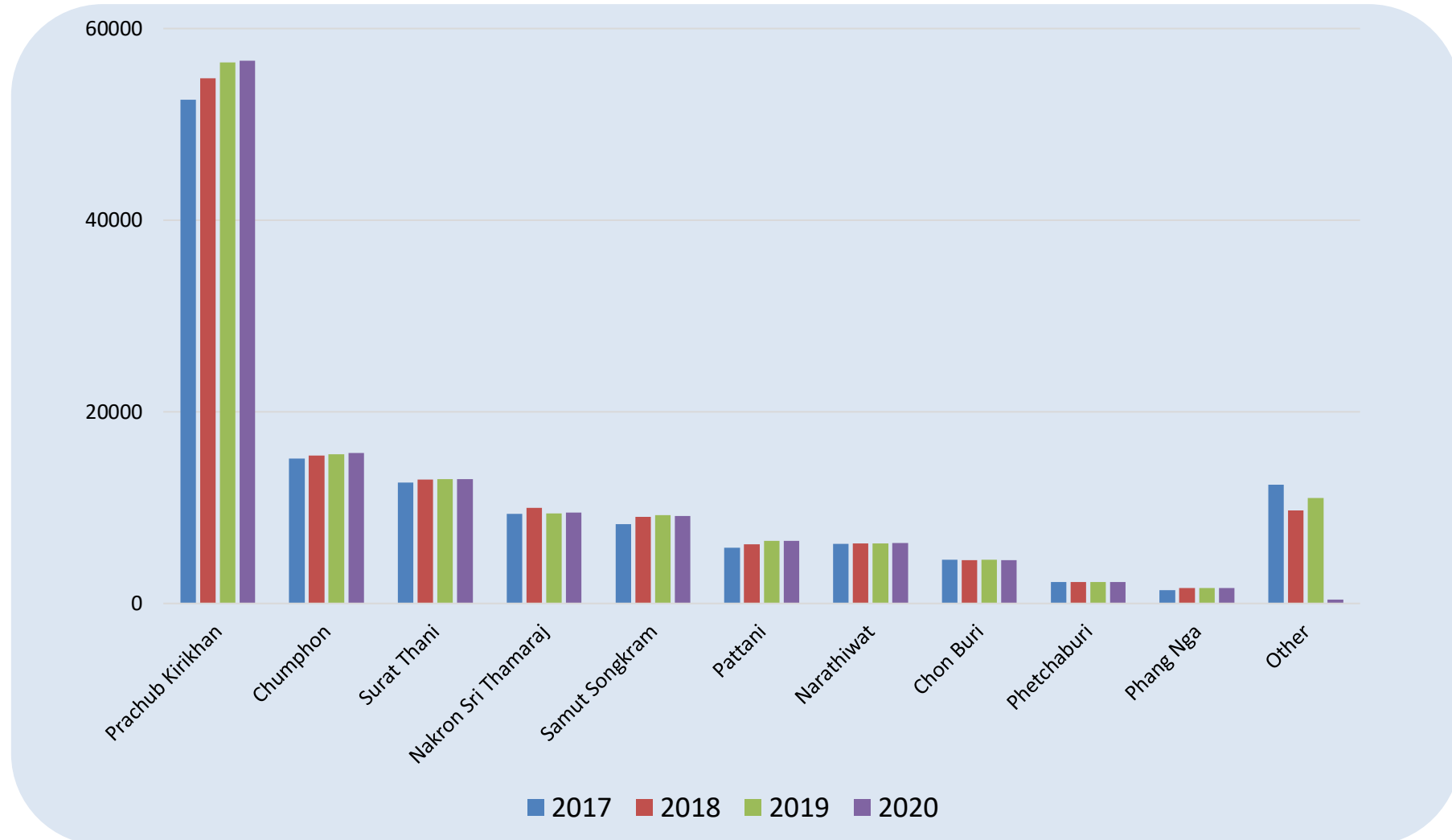
Source: data 2016-2019 from <http://www.oae.go.th>
data 2020-2021 from <https://production.doae.go.th/service/site/index>

Households of Coconut Farmers 2015-2022

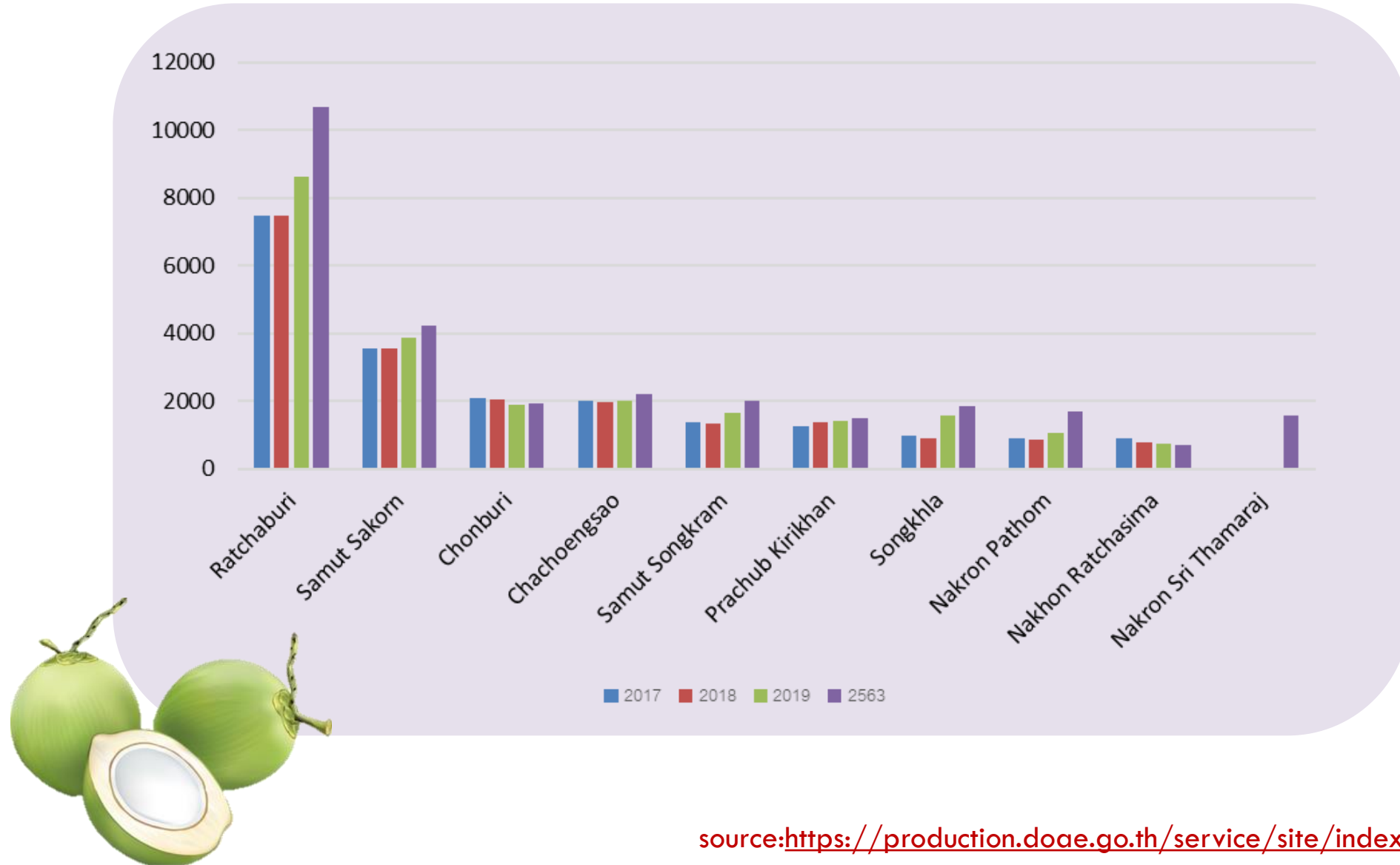


source: <https://production.doe.go.th/service/site/index>

Trend of Mature Nut Planted Area in 2017-2020

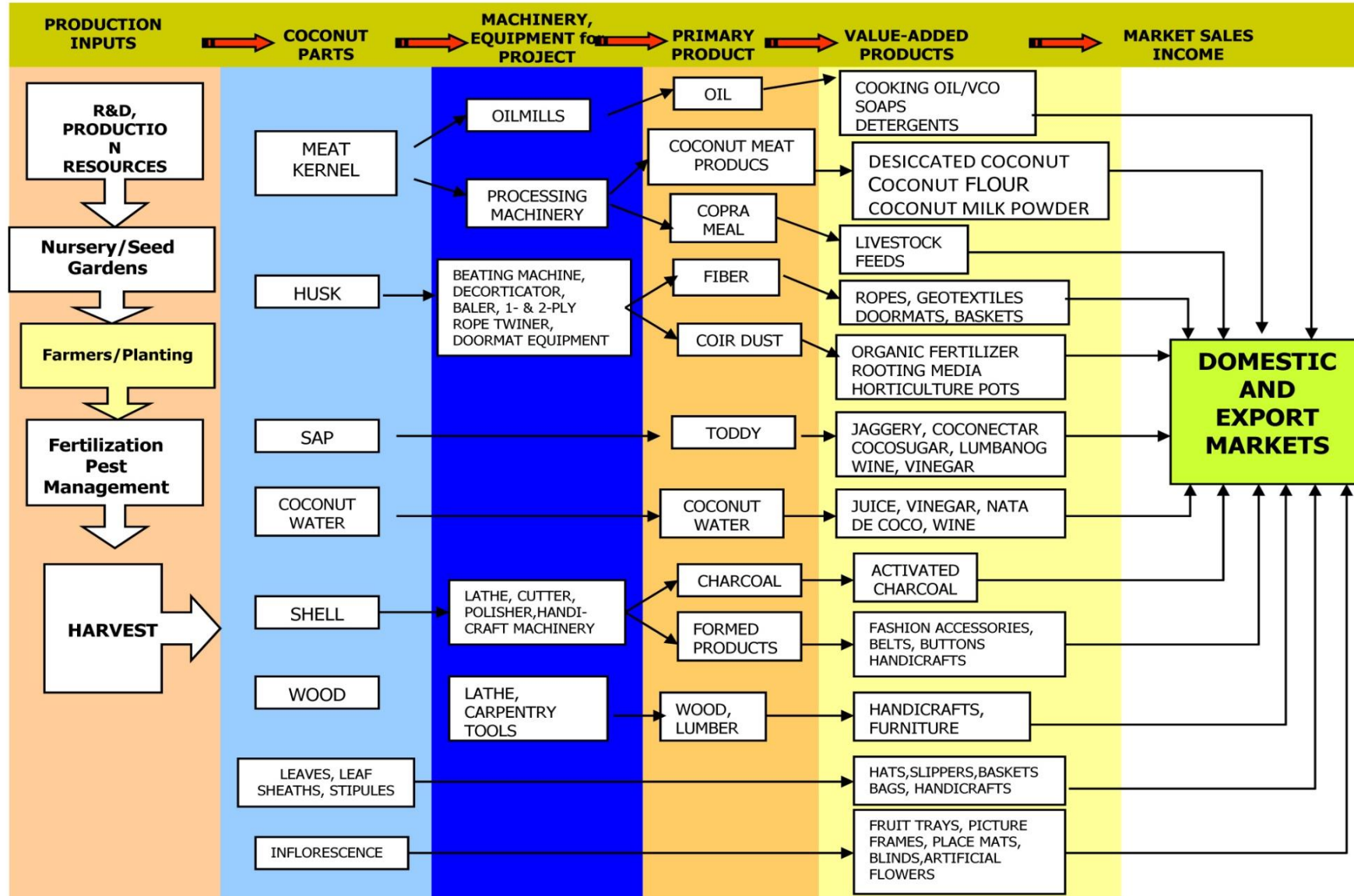


Trend of Young Tender Nut Planted Area in 2017-2020









source:<https://production.doae.go.th/service/site/index>










COCONUT INDUSTRY: SUPPLY-VALUE CHAIN



Destination Countries of Coconut Products

Coconut Milk	
Desiccated Coconut	
Activated Carbon	
Coconut Shell Charcoal	
Coconut Oil	
Coir Fiber	

Import Coconut Products in 2021

Coconut dehusked		
Coconut milk instant		
Dessicated coconut		
Coconut crude oil		
Coconut oil		

Exports of coconut products

Product	Volume : tons					Value : million baht					Value : million USD					Growth rate 2021/22	
	2019	2020	2021	2021 (Jan.- Jun.)	2022 (Jan.- Jun.)	2019	2020	2021	2021 (Jan.- Jun.)	2022 (Jan.- Jun.)	2019	2020	2021	2021 (Jan.-Jun.)	2022 (Jan.- Jun.)	Volume	Value
Coconut milk	263,132	271,482	236,323	114,747	74,133	12,764	13,286	12,800	5,967	4,028	412	428	406	197	122	-35%	-33%
Coconut water	-	-	-	-	58,444	-	-	-	-	1,940	-	-	-	-	46	-	-
Desiccated coconut	1,275	1,057	601	292	252	68	56	30	14.0	13.9	2	1.8	1.0	0.5	0.4	-13%	-0.40%
Coconut oil	1,010	1,370	1,547	882	430	138	189	222	127	72	4	6.1	7.1	4.2	2.2	-51%	-44%



Export Volume of Coconut Milk Products

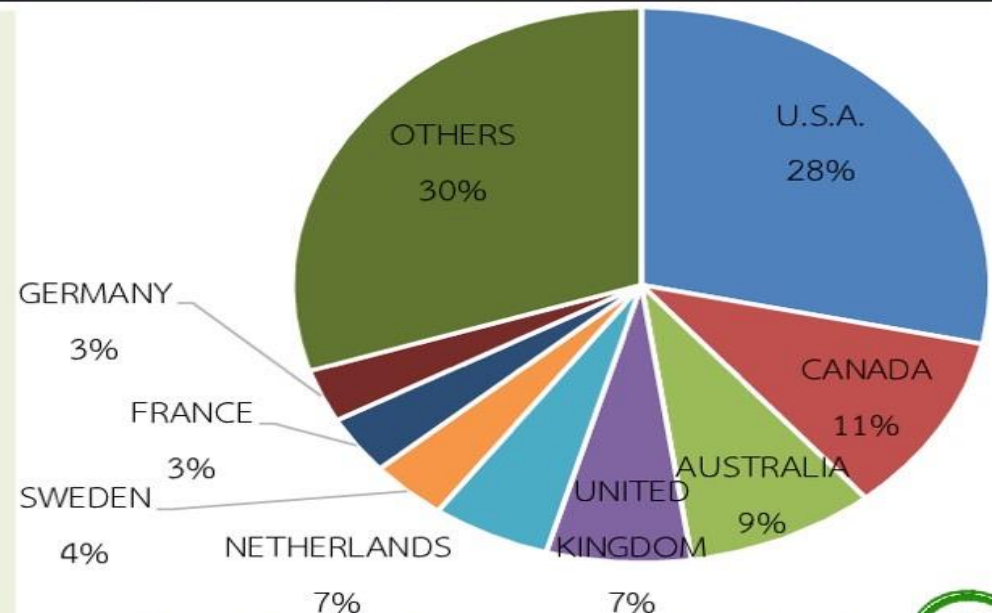


Source: <https://www.customs.go.th/>

Export of Thai coconut milk

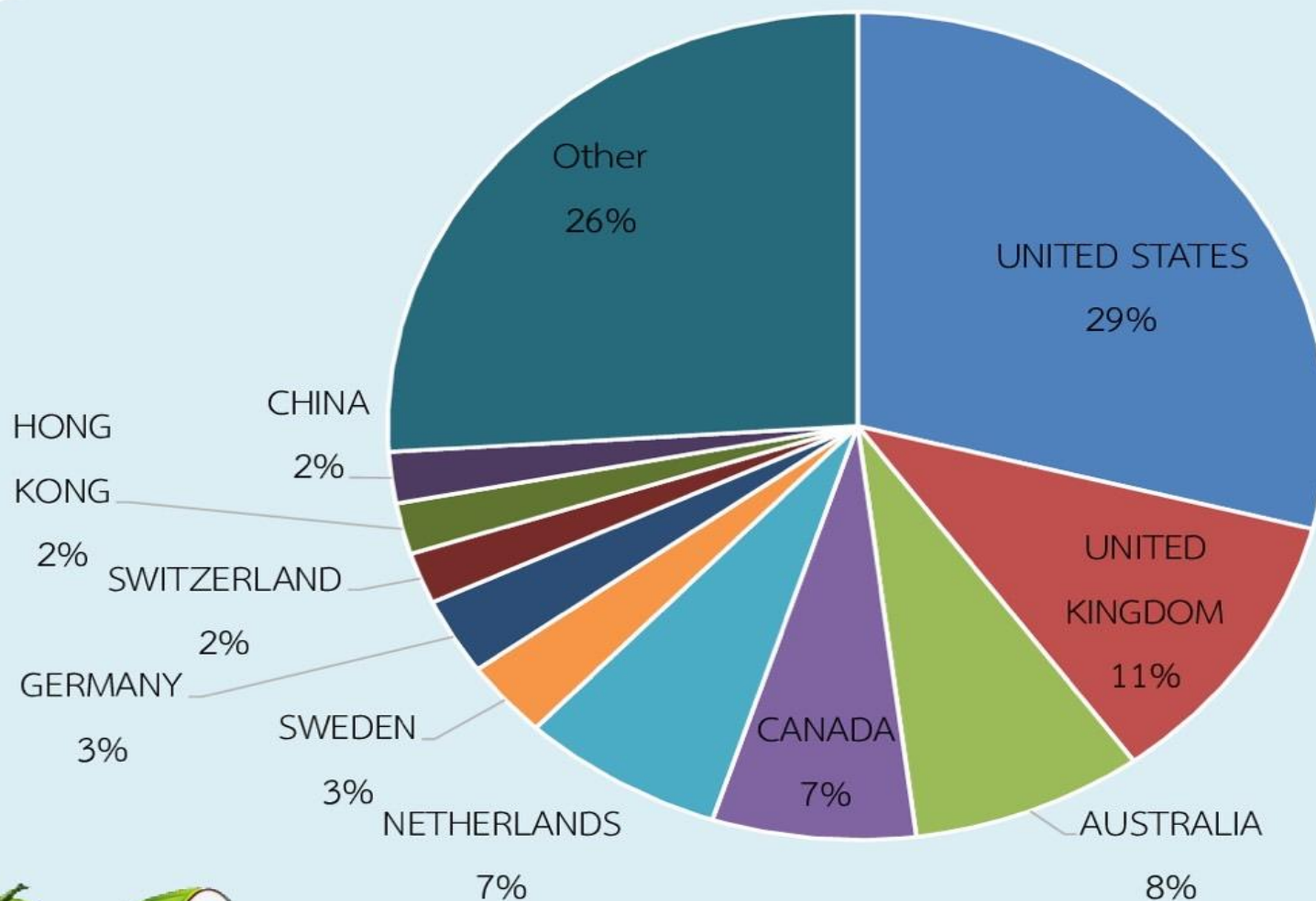


No.	Country	Volume : tons		Value : million baht		Growth rate 2021/22		Ratio in 2022
		2021 (Jan.-Jun.)	2022 (Jan.-Jun.)	2021 (Jan.-Jun.)	2022 (Jan.-Jun.)	Volume	Value	
	WORLD	114,737	74,133	5,967	4,028	-35%	-33%	100%
	EU (27)	35,206	20,895	1,596	1,078	-41%	-32%	27%
1	U.S.A.	34,201	20,078	2,023	1,145	-41%	-43%	28%
2	CANADA	8,663	7,130	442	421	-18%	-5%	11%
3	AUSTRALIA	9,177	7,280	455	354	-21%	-22%	9%
4	UNITED KINGDOM	12,289	5,934	503	268	-52%	-47%	7%
5	NETHERLANDS	7,144	4,057	346	223	-43%	-35%	6%

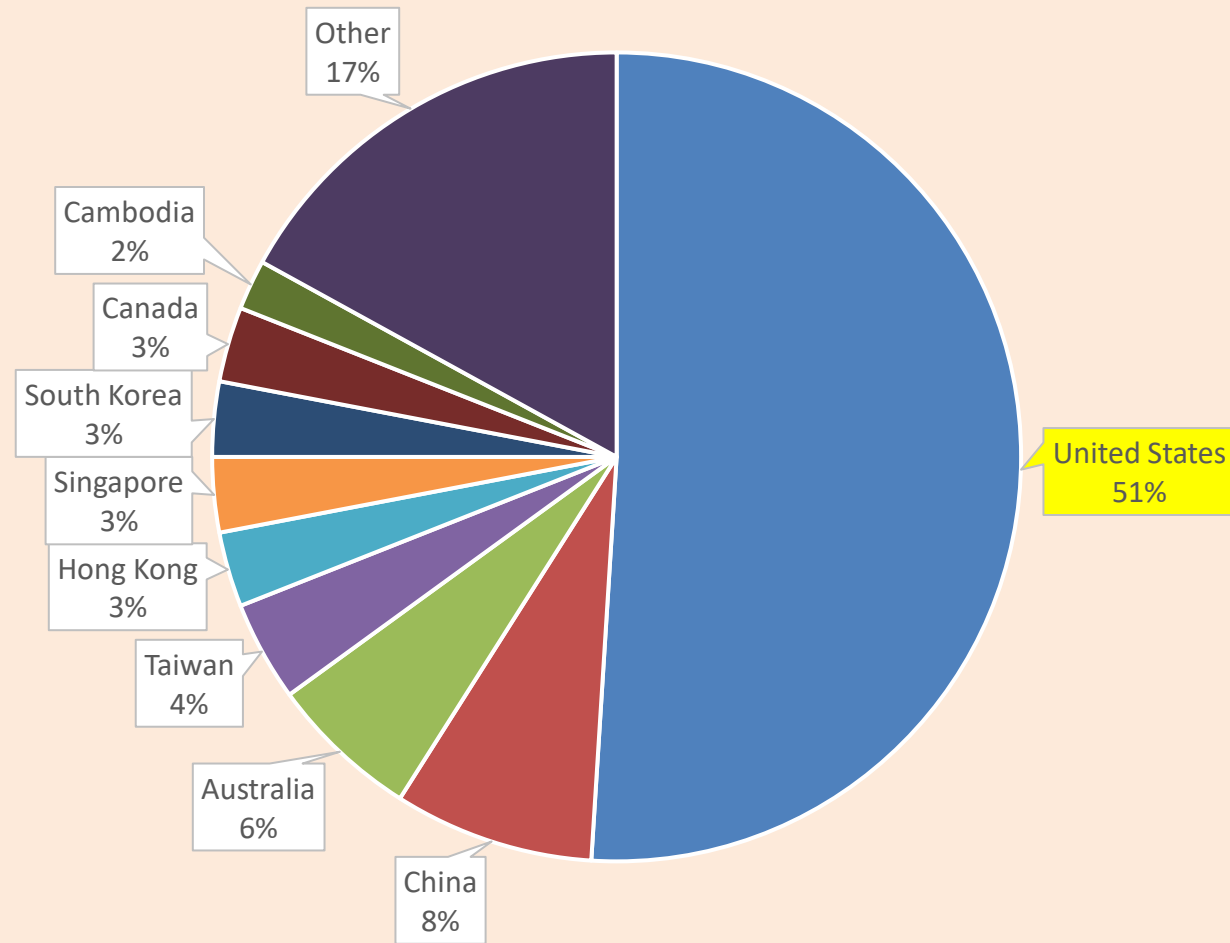


source: Thai Food Processors Association

Major Market Export of **Coconut Milk of Thailand** in **2021**



Major Market Export of **Coconut Water** in 2021



Consumption need of coconut in Thailand



Volume (tons)	2018	2019	2020	2021	2022*
Consumption needs	1,388,330	1,520,904	1,313,000	1,269,214	1,260,507
production	892,766	852,904	865,545	917,606	969,217
Added quantity	427,132	618,154	447,455	351,608	291,290
Import quantity	210,390	179,706	357,050	196,347	108,770 (Jan.-Jun.)
Differences	216,742	438,448	90,405	155,261	182,520

61% Export, 39% domestics

Source: Thai Food Processors Association

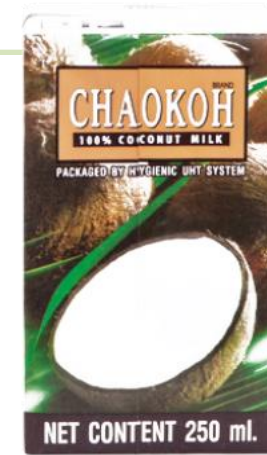


Representative of 5 coconut processing Companies

- Theppadungporn Coconut :coconut milk, water, etc.
- Vara Food & Drink : coconut water
- Tropicana Oil :coconut oil (VCO, cooking oil) cosmetics
- Agri Life (Earth Born) : coconut oil (VCO, cooking oil), sugar, cider
- Ketvanich : cooking oil



Theppadungporn Coconut Company





Theppadungporn Coconut

- Technology of Processing: Pasteurization, Sterilization in Retort, UHT
- Trade and Market: in 2022, 80% export, 20% domestics
- Products for export: Coconut milk (Can, UHT, powder), VCO, coconut water (Can, UHT, PP), Sweeten condensed coconut milk, evaporated coconut milk
- Export country : USA, Canada, EU, Middle East, China, Japan, Korea, ASEAN, Australia, Etc.



Vara Food & Drink





Vara Food & Drink

- Technology of Processing : Canning Lines & Sterilization Process
- Trade and Market : in 2022, 70% export, 30% domestics
- Export country : USA, Canada, EU, Middle East, China, Japan, Korea, ASEAN, Australia, New Zealand, Pacific Island









OUR DISTRIBUTION CHANEL

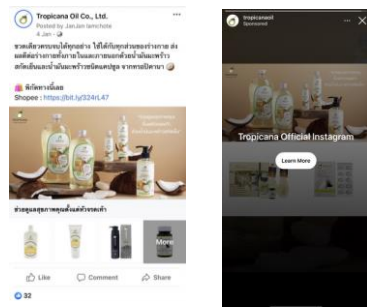
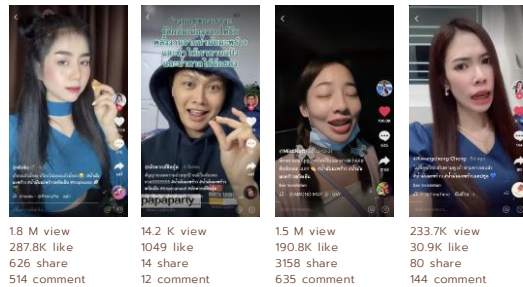
➤ THAILAND MARKET



OUR MARKETING ACTIVITY

➤ ONLINE COMMUNICATION

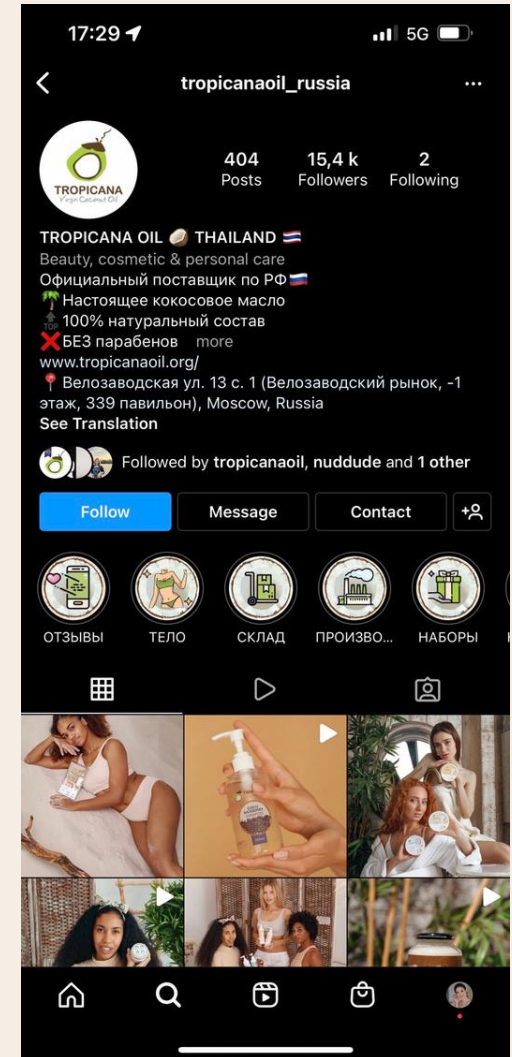
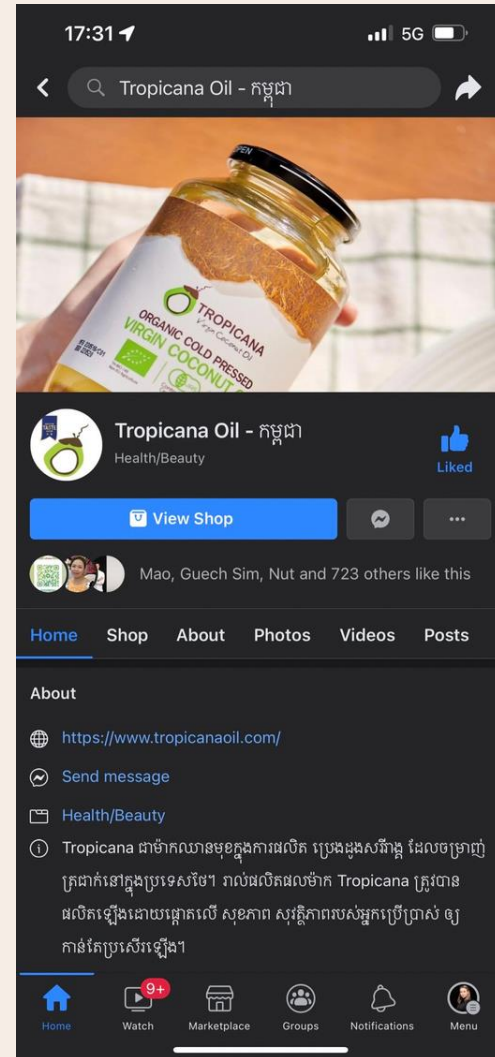
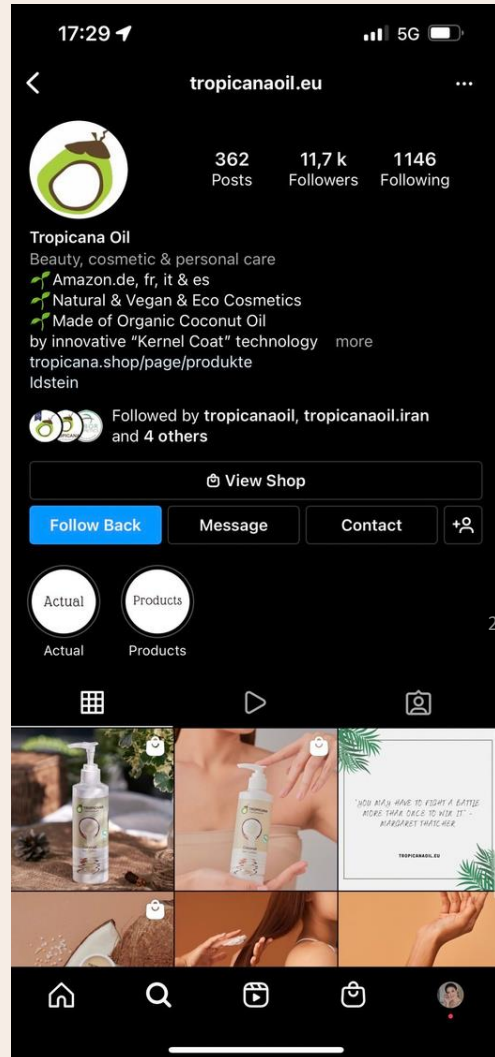
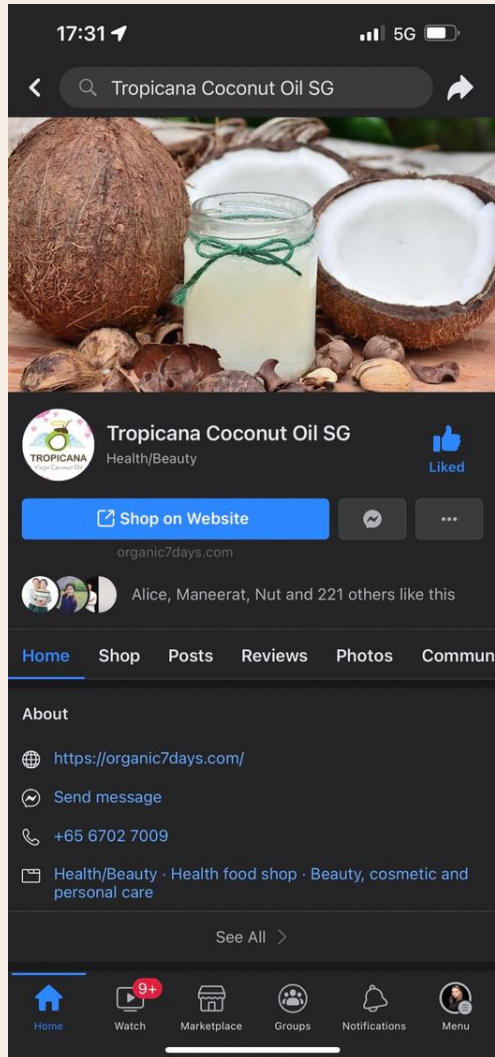
- Influencer marketing
- PR on in-hose social media
- Seasonal promotion (11.11)
- Online advertising
- SEO/SEM



➤ OFFLINE COMMUNICATION

- Radio spot
- Booth activity
- Instore promotion
- Marketing material for customer









Agri Life/ Earth Born



Agri Life/ Earth Born

- Organic Products: VCO, MCT oil, Cooking Oil, vinegar, aminos, protein powder, whey
- Technology of Processing : Centrifugation for VCO
- Trade and Market : 70% export, 30% domestics
- Export country : Denmark, Middle East, Japan, Hong Kong, Taiwan , ASEAN, Russia, Australia

Organic Coconut Farm , certify by International agency
640 Ha, in Samut Songkram, Ratchaburi, Petchburi and Chumphon



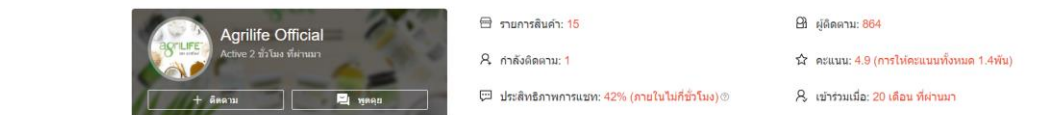
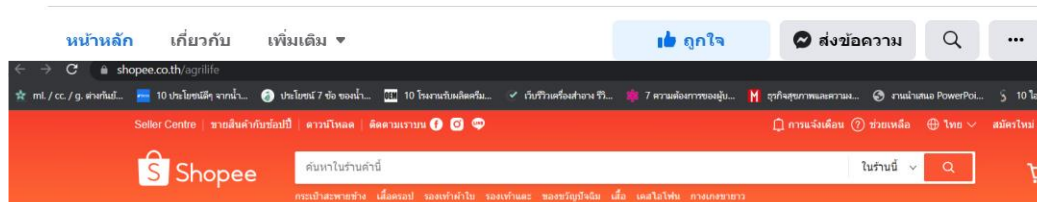


Key Visual Elements :

- Organic & Sustainable
- Reliable
- Innovative
- Accessible

International Market





Covid 19 Pandemic => Online platform

- facebook.com/agrilife
- Shopee, Lazada



Categories

Service & Promotion

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- ☐ Priority Delivery
- ☐ Cash On Delivery
- ☐ Free Shipping
- ☐ Coins

Location

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- ☐ Overseas
- ☐ Songkhla
- ☐ Local
- ☐ Bangkok
- ☐ Chiang Mai
- ☐ Phuket
- ☐ Ranong

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Price

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LazMall

<p>[ของแท้ 100%][พร้อมส่ง] MCT OIL Agrilife 100% Coconut Medium Chain...</p> <p>B224.00 25% off</p> <p>418 sold ★★★★★ (63)</p> <p>Bangkok</p>	<p>CCV Agrilife - น้ำมันมะพร้าวสกัดเย็น USDA certified...</p> <p>B150.00 38% off</p> <p>782 sold ★★★★★ (118)</p> <p>Bangkok</p>	<p>[พร้อมส่ง] น้ำมันมะพร้าวสกัดเย็น 450ml Agrilife Coconut Oil Extra virgin</p> <p>B265.00 34% off</p> <p>4,070 sold ★★★★★ (726)</p> <p>Bangkok</p>	<p>Agrilife - Organic Extra Virgin Olive Oil 250 ml น้ำมันมะกอกออร์แกนิก Organ...</p> <p>B190.00 14% off</p> <p>88 sold ★★★★★ (15)</p> <p>Bangkok</p>
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น้ำมันมะพร้าวสกัดเย็น Agrilife 100%

น้ำมันมะพร้าวสกัดเย็น Agrilife Coconut

AGRI LIFE USDA Organic Extra Virgin

Agrilife - MCT Oil 100% medium chain



Katvanich Industry



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KATEVANICH
INDUSTRY CO., LTD.



บริษัท เกตุวานิชอุตสาหกรรม จำกัด



Katvanich Industry



- Technology of processing: RBD
- Trade and Market: almost export, few for domestics
- Products: Coconut Coking Oil
- Export country : Middle East

Products from aromatic /young coconuts



Certification of Coconut Products





Impact of Outbreak of Covid 19 Pandemic on coconut sector

- Container shortage
- Sea port Congestion
- Consumer Demand weaken
- Cost of production increase



Trend of Coconut Industry in the Future

- Purchasing power is declining due to high oil price as result of war in Ukraine
- Economic Recession is on now.
- Consumers' demand for exotic food like coconut products, particularly comparing with local supply food & Beverage of each countries.
- Innovation for noble products for more health benefit
- BCG for sustainability and zero waste



BCG MODEL



ZERO WASTE PROJECT

We offer a range of products made from virgin, cold-pressed, organic coconut oil.

Our manufacturing process prioritizes quality, environment, farmers, local communities, customers, and other relevant stakeholders.

This signifies our brand vision “Growing Together” – we are determined to grow sustainably together with all of our stakeholders.



Value added for waste



- 2nd grade unrefined coconut oil

- ▶ 3rd grade expeller pressed coconut oil

- ▶ USDA Organic Soap Bar



Value added from “Waste”



from Coconut whey



100% vegan/
 dairy free/soy free to
Cocogurt
 &
Coconut Cider Vinegar

Promotion & Exhibition



International Exhibition



Malaysia



Hong Kong



Conclusion

- Thailand have many various of coconut products, mainly coconut milk, coconut water (mature, young and aromatic) VCO, etc.
- Most of processing factories with high technology and International and National Certification.
- Production has 61% for export, 39% for domestics.
- Problem: cost of production increase, not enough coconuts to supply industry.
- Export market to all around the world: mainly USA, EU, China, Middle East, Australia, Asia.
- Trend of trade and market in the future using less labor, R&D innovation for novel products, more health benefit products, BCG model.

Contact persons/ website



- Peyanoot Naka: CDCOT : peyanoot2@gmail.com
- Theppadungporn Coconut : www.tcc-chaokoh.com
- Vara Food& Drink : sales@varafood.com
- Tropicana Oil : info@tropicalanoil.com
- Agri Life/Earth Born: info@agrilife.co.th
- Katvanich Industry : sales@kc.co.th



Thank you
Khob Khun ka
for
your attention