

# NEW FOR 2021

FHT is presenting a more focused comprehensive and specialized sectors to bring more valuable business opportunities and desirable quality sourcing options to all participants.



## CBT COFFEE & BAKERY THAILAND

Coffee & Bakery Thailand is the stage for premium Coffee & Bakery business held concurrently with FHT. Coffee & Bakery Thailand is a leading international marketplace that gathers the most extensive line-up of leading coffee & tea, bread, cakes, pastries and confectionery suppliers. Offering exhibitors the premium platform to showcase products and connect to decision makers from Thailand and the regions rapidly expanding Coffee & Bakery industry.



### COFFEE & BAKERY MARKET OPPORTUNITIES

The highest growth in **5** years  
Increase **7%**



Market value up to  
**23,720**  
million baht



### BUSINESS EXPECTATION

By **2023**, grow up  
Increase **9.5%**



Total expected value  
**32,280.9**  
million baht

Source: www.thaifranchisecenter.com



## RBT RESTAURANT & BAR THAILAND

Restaurant & Bar Thailand (RBT) is where the restaurant & bar industry meet. RBT is the concurrent event at FHT bringing together the latest products, trends and solutions focused for the restaurant and bar industry. Also featuring leading culinary competitions and exciting events creating buzz and business for this dynamic and evolving industry.



### KEY MARKET TRENDS

Recent year, the popularity of restaurants and bars are fast growing in Thailand. Due to increased consumer demand for high quality standard and hygiene, the market share of the restaurant and bar segment has fully-fledged. Also, the restaurant seeks to attract younger generation and first-jobbers by offering high quality food, a unique atmosphere, and exceptional dining experience. Moreover, many restaurants increasingly offer takeout and delivery options, which are gaining popular during COVID-19 pandemic.

### THAILAND RESTAURANTS REVENUE USD MILLION 2018-2022

