

Kerry expands customer co-creation centre in Bangkok

16 December 2024 | News

The facility includes customer innovation suites and a state-of-the-art beverage lab designed for applications in dairy, refreshing beverages, and carbonated drinks



The facility includes customer innovation suites and a state-of-the-art beverage lab designed for applications in dairy, refreshing beverages, and carbonated drinks

Kerry, a global leader in taste and nutrition, has recently opened an expanded Customer Co-Creation facility in Bang Na, Bangkok. This new facility enhances the company's ability to foster creative innovation partnerships with customers throughout the region.

The facility includes customer innovation suites and a state-of-the-art beverage lab designed for applications in dairy, refreshing beverages, and carbonated drinks. With advanced technology and skilled personnel, Kerry aims to support customers across the dynamic Southeast Asian market and strengthen its reputation as a centre for excellence in taste, beverage, and food innovation.

Thailand's food and beverage industry is large and expanding, with a market value projected to reach \$5.4 billion by 2027. Key factors driving this growth include rising incomes, a recovery in tourism, and a shift towards healthier food options.

The Thai beverage market significantly contributes to the overall sector, with expectations of growth from \$4.4 billion in 2022 to \$6.7 billion by 2025. Additionally, Thailand is the world's largest exporter of prepared meats, with \$3.1 billion in exports recorded in 2022.

Kerry has been operating in Thailand since 2002. By utilising consumer insights and a broad portfolio of science-backed technologies, Kerry has significantly contributed to delivering taste and nutrition solutions across sectors such as beverages, meats, and food service. The company has established itself as a reliable partner through its globally connected, locally led teams.

Alongside the Co-Creation Centre, Kerry also operates a manufacturing site in Bangpoo, Thailand. This Centre of Excellence for Meat Technology supports customers in Southeast Asia, Japan, and the United Kingdom while demonstrating a commitment to food quality and safety to meet export standards.