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U.S. Dairy showcases health-driven innovation solutions at Fi Asia Thailand 2025

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Fi Asia Thailand

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Elevate food and beverages that meet the needs of health-conscious consumers in Southeast Asia with the U.S. Dairy Export Council (USDEC) at Fi Asia Thailand 2025. Taking place in Bangkok from September 17-19, discover the key role of high-quality U.S. dairy ingredients in driving product innovation and nutrition. Located at E26 within the U.S. Pavilion, USDEC will also be a springboard to connect customers with U.S. dairy suppliers attending the show.

Southeast Asian consumers are increasingly prioritising their health. This shift creates opportunities for manufacturers to leverage versatile dairy ingredients in developing better-for-you formulations that support goals like weight management, fitness recovery and healthy ageing. According to the Southeast Asia Beverages Landscape Study commissioned by USDEC, exploring consumer behaviours and preferences for non-alcoholic drinks, more than one-third of consumers in the region report they are "not highly satisfied" with their current protein intake. The dissatisfaction is particularly high in Singapore (51 per cent) and notable in Thailand (27 per cent). Another USDEC consumer study centred on health and wellness behaviours found that 88 per cent of consumers surveyed say they need to change their current lifestyle to better prepare for healthy ageing, with this sentiment being especially strong in Thailand (91 per cent).

A wide range of U.S. dairy ingredients, including dairy proteins, milk powders and permeates, offer convenient and versatile solutions to help address nutritional needs throughout the day, whether in meals, snacks, or functional beverages. Especially, USDECâ??s findings represent an opportunity to further protein-added offerings featuring dairy ingredients in the face of sarcopenia, the age-related loss of muscle mass and function, which is a rising public health concern for the region's ageing society.