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South Australian Food Exports Gain Momentum in Thailand

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South Australian dairy brand The Yoghurt Shop is strengthening its presence in Thailand after retailer Foodland Supermarkets expanded its partnership with the company amid rising consumer demand for premium Australian food products.

Foodland will now stock a broader range of The Yoghurt Shop products across additional stores in Thailand, following strong year-on-year sales growth that recorded an almost 300 per cent increase during the early months of 2026.

The expanded partnership reflects The Yoghurt Shopâ??s ongoing efforts to grow its footprint in Southeast Asia, with Thailand emerging as a key market in the companyâ??s regional expansion strategy.

South Australian Minister Chris Picton visited Foodland Silom Park in Bangkok during this yearâ??s THAIFEX trade show, where he met Foodland executives and representatives from South Australian companies participating in the event. The visit highlighted the growing demand for South Australian food and beverage products in Thailand.

Foodland currently stocks several premium South Australian brands including Thomas Foods International, San Remo, Beerenberg, Bickfords, Penfolds, Wirra Wirra and The Yoghurt Shop.

â??The success of The Yoghurt Shop in Thailand is another great example of South Australian products making huge strides in key international markets because of their quality and reputation,â?? said Picton.

He added that discussions with buyers, retailers and importers at THAIFEX underscored strong demand for South Australiaâ??s premium produce, creating new export opportunities for the stateâ??s food and beverage sector.

Southeast Asia, home to more than 700 million people, has been identified as a priority growth market under South Australiaâ??s Trade and Investment Strategy to 2030 and is projected to become the worldâ??s fourth-largest economy by 2040.