Euromonitor International

Baby Food in Thailand

October 2026

Table of Contents

Baby Food in Thailand - Category analysis

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Baby Food Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Baby Food

INDUSTRY PERFORMANCE

Declining Birth Rates and Regulatory Pressures Constrain Baby Food Growth in Thailand
Chart 2 - Hi-Q S-Kool Extends Nutrition Journey to Primary School Children
Hi-Q Retains Families Longer by Expanding beyond Early Childhood
Premium Milk Formula Gains Value as Parents Seek Specialised Nutrition
Chart 3 - Milk Formula Targeting Babies Born by C-Section Gains Traction
Chart 4 - Value Sales by Category 2026

WHAT'S NEXT?

Innovation and Premiumisation to Offset Demographic Decline in Thai Baby Food
Liquid Growing-Up Milk Formula Offers Parents Accessible Premium Upgrades
Chart 5 - Analyst Insight for Baby Food
Mothers Set to Shape Product Evolution by Seeking Convenience and Health
Chart 6 - Forecast Value Sales 2021-2031
Chart 7 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Nestlé and Dumex Reinforce Leadership through Trust and Innovation
Chart 8 - Company Shares 2026
Chart 9 - Brand Shares 2026

CHANNELS

Hypermarkets and Supermarkets Sustain Bulk Purchasing for Parents
E-Commerce Accelerates as Working Parents Seek Convenience and Value
Chart 10 - Retail Channels 2021-2026

PRODUCTS

Portfolio Extension and Format Adaptation Redefine Product Development Strategies
Targeted Nutritional Formulations and Accessible Premium Tiers Lead Recent Launches
Premiumisation and Consumer Journey Extension Secure Long-Term Competitive Advantage

ECONOMIC CONTEXT

Chart 11 - Economic Context for Baby Food
Chart 12 - Real Gdp Growth 2021-2031
Chart 13 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 14 - Consumer Context for Baby Food
Chart 15 - Population 2021-2031
Chart 16 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

Dairy Products and Alternatives in Thailand - Industry Overview

EXECUTIVE SUMMARY

2026 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 17 - Key Industry Trends for Dairy Products and Alternatives

INDUSTRY PERFORMANCE

Selective Consumption and Category Divergence Shape Dairy Products and Alternatives in Thailand

Chart 18 - Allowrie Expands Natural Cheese Range to Deliver Authentic Culinary Experiences

Lactasoy Drives Protein Trend with Shelf Stable Innovation

Chart 19 - Benefitt Brings High-Protein Nutrition to Mass Market through Uht Innovation

Chart 20 - Value Sales 2021-2031

Chart 21 - Value Sales by Category 2026

WHAT'S NEXT?

Precision-Driven Functional Innovation to Shape Industry's Future Growth in Thailand

Dairy Will Maintain Dominance While Plant-Based Alternatives Set to Accelerate Growth

Chart 22 - Analyst Insight for Dairy Products and Alternatives

Portfolio Segmentation to Widen Access as Population Declines

Chart 23 - Forecast Value Sales 2021-2031

Chart 24 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Dutch Mill Sustains Lead with Innovation and Broad Reach

Chart 25 - Company Shares 2026

Chart 26 - Brand Shares 2026

CHANNELS

Convenience Chains Boost Reach as Shoppers Shift From Bulk to Proximity

Shopee and Lazada Drive Premium Dairy Online as Digital Strategies Evolve

Foodservice Strengthens Its Role as an Innovation Incubator for Thai Dairy Products and Alternatives

Chart 27 - Retail Channels 2021-2026

PRODUCTS

Format Diversification and Cross-Channel Engagement Redefine Product Development

Targeted Marketing and Flavour Extension Lead Recent Market Activity

Portfolio Agility and Brand Coherence Secure Long-Term Competitive Advantage

ECONOMIC CONTEXT

Chart 28 - Economic Context for Dairy Products and Alternatives

Chart 29 - Real Gdp Growth 2021-2031

Chart 30 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 31 - Consumer Context for Dairy Products and Alternatives

Chart 32 - Population 2021-2031

Chart 33 - Population by Generation 2026

Chart 34 - Consumer Expenditure 2021-2031

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/baby-food-in-thailand/report.