Euromonitor International

Sauces, Dips and Condiments in Thailand

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Sauces, Dips and Condiments in Thailand - Category analysis

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2025 DEVELOPMENTS

Pantry staples support category resilience in 2025

INDUSTRY PERFORMANCE

Home-cooking trend ensures stable growth in 2025
Expanding health awareness boosts interest in salads, supporting sales of salad dressings

WHAT'S NEXT?

Home cooking and cultural love of spicy food will fuel growth in forecast period
Clean-label products to see higher demand
Polarisation in packaging formats set to become more pronounced

COMPETITIVE LANDSCAPE

Ajinomoto Sales leads thanks to shift away from foodservice
CP Group extends into cooking and table sauces

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Proximity proves key to convenience channel expansion

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Cooking Ingredients and Meals in Thailand - Industry Overview

EXECUTIVE SUMMARY

Home cooking and value-seeking reshape demand in 2025

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Affordability as central concern for Thai consumers in 2025
Convenience trend supports sales of ready meals and recipe sauces
Prevailing health and wellness trends remain highly impactful

WHAT'S NEXT?

Forecast period to see further growth driven by convenient and affordable formats

Players likely to focus on differentiation and health positioning
Input costs and inflationary pressure remain challenges

COMPETITIVE LANDSCAPE

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