Euromonitor International

# Eggs in Thailand

January 2026

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## Eggs in Thailand - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Strong role for eggs in traditional Thai diets

INDUSTRY PERFORMANCE

Demand continues to grow despite price volatility
Diversification of distribution channels

WHAT'S NEXT?

Increasing demand for healthier food options - including eggs
Technology adoption will continue to improve the fresh eggs industry
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Conflicting forces shaping development of fresh food in Thailand

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Increasing competition
Health awareness supports demand, but the desire for convenience presents a challenge

WHAT'S NEXT?

Increasing adoption of traceability technology to reassure consumers
Rising interest in plant-based and organic food

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Expansion of online sales

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