



Euromonitor  
International

# Sweet Spreads in Thailand

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## Sweet Spreads in Thailand - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

At-home snacking and cleaner labels support sweet spreads growth in 2025

#### INDUSTRY PERFORMANCE

Jams and preserves continues to dominate sweet spreads in Thailand

Health trends boost honey and nut and seed based spreads

#### WHAT'S NEXT?

Persistent shift away from foodservice will support sweet spreads sales in forecast period

Functionality-based innovation anticipated for nut and seed based spreads

Brands likely to strengthen emotional connection with consumer base

#### COMPETITIVE LANDSCAPE

Local players gain ground through use of local ingredients

Tasty Herb focuses on broad flavour array

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Hypermarkets remain favourite stores for sweet spread purchases

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Home cooking and value-seeking reshape demand in 2025

### KEY DATA FINDINGS

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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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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/sweet-spreads-in-thailand/report](http://www.euromonitor.com/sweet-spreads-in-thailand/report).