



Vegetables in Thailand

January 2026

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Vegetables in Thailand - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Rising health consciousness supports demand for vegetables

INDUSTRY PERFORMANCE

Volatile prices were seen due to prolonged bad weather affecting yield quality and quantity

Digital platforms expanding

WHAT'S NEXT?

Consumers set to seek high quality vegetables with clean labels

Farmers are increasingly adopting technology to reduce the risk of bad harvests

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Conflicting forces shaping development of fresh food in Thailand

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Increasing competition

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

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Rising interest in plant-based and organic food

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