



Cooking Ingredients and Meals in Cambodia

November 2025

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EXECUTIVE SUMMARY

Sustained demand for cooking ingredients is increasingly characterised by healthier and more natural options

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

High and rising prices lead to growing price sensitivity

Growing popularity of olive oil

WHAT'S NEXT?

Urbanisation, population growth and an improving economy boost forecast period sales

Growing competition between local and international brands

Growing availability widens access to packaged products

COMPETITIVE LANDSCAPE

Thai Vegetable Oil PCL is the leading player present with its Healthy Chef brand

Wilmar International is the fastest-growing player in 2025

CHANNELS

Small local grocers is the leading channel for cooking ingredients and meals

Retail e-commerce registers the strongest growth

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Industry Performance

Edible oils embraced for their healthier qualities

Unpackaged animal fats remain the main fats used in cooking among the rural majority

What's Next?

Steady forecast period growth due to growing urbanisation and hectic lifestyles

Health and wellness trend shapes consumer preferences in edible oils

Sales of edible oils boosted by digital and technological advancements

Competitive Landscape

Thai Vegetable Oil PCL leads with its Healthy Chef brand

Wilmar International with its Neptune brand experiences strong growth in 2025 at the expense of Healthy Chef

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Industry Performance

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Traditional soup is popular in the country making it difficult for packaged alternatives to compete

What's Next?

Sales of meals and soups wane over the forecast period as consumers maintain their preference for fresh food

Growing health and wellness trend stimulates manufacturers to reformulate their brands

Frozen pizza and instant rice porridge remain popular ready meals over the forecast period

Competitive Landscape

The niche status makes the competitive landscape indiscernible

Lack of new entrants and marketing activities further dampen consumer interest

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Industry Performance

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Dips plays a significant role in Cambodian cuisine

What's Next?

Steady growth of sauces, dips and condiments over the forecast period

Growing role of health and wellness in sauces, dips and condiments

Environmental awareness boosts consumer interest in sustainable products

Competitive Landscape

Natural Agri-Products Cooperative leads in a fragmented category

Nestlé records strong growth through the global renown of its Maggi brand

Channels

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Growing investment in digital marketing strategies promotes local honey

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Mondulkiri Coffee Co Ltd registers the strongest growth thanks to its production of authentic local honey

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