Euromonitor International

Cooking Ingredients and Meals in Thailand

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Cooking Ingredients and Meals in Thailand

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

Leading players benefit from high brand equity
Home-cooking trend drives growth for players in spreads and sauces

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Convenience demands drives growth in specific channels

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Shortages and health-led switching shape edible oils in 2025

INDUSTRY PERFORMANCE

Edible oils sees growth throughout category in both volume and value terms in 2025
Rising health awareness supports progress for healthy variants

WHAT'S NEXT?

Stable growth predicted for edible oils in Thailand
Health trends will boost appeal of specific oils
Sustainability in sourcing and packaging comes further to the fore

COMPETITIVE LANDSCAPE

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INDUSTRY PERFORMANCE

Frozen ready meals continue to attract through convenience and affordability
Shelf stable ready meals benefits from investment in innovation

WHAT'S NEXT?

Frozen and chilled ready meals to drive future growth for meals and soups in Thailand
Players innovate in line with health and wellness trends
Rising interest in plant-based proteins offers growth opportunities

COMPETITIVE LANDSCAPE

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2025 DEVELOPMENTS

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INDUSTRY PERFORMANCE

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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

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Sweet Spreads in Thailand

KEY DATA FINDINGS

2025 DEVELOPMENTS

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INDUSTRY PERFORMANCE

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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

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/cooking-ingredients-and-meals-in-thailand/report.