

Meals and Soups in Thailand

December 2023

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Meals and Soups in Thailand - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Key players compete with new product developments and category crossovers Affordable prices and restaurant-inspired dishes hold appeal for consumers Healthy eating and plant-based trends influence a wider range of options

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Convenience continues to be the key driver for ready meals Plant-based opportunities will also be met with challenges Polarisation between economy and premium ready meals expected

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