



Processed Fruit and Vegetables in Thailand

February 2026

Table of Contents

Processed Fruit and Vegetables in Thailand - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Convenience-led formats support steady progress

INDUSTRY PERFORMANCE

Shelf stable fruit favoured for home cooking

Frozen processed potatoes prove popular thanks to convenience

WHAT'S NEXT?

Home cooking trend to fuel further strong growth for frozen vegetables and potatoes

Rising interest in frozen variants driven by increased health awareness

Sustainability efforts set to increase as environmental concerns accelerate

COMPETITIVE LANDSCAPE

Leading player builds strength through focus on consumer connection

Rising living costs support private label growth

CHANNELS

Hypermarkets and supermarkets lead distribution

E-commerce rises fastest while convenience channel benefits from nationwide network

CATEGORY DATA

Table 1 - Sales of Processed Fruit and Vegetables by Category: Volume 2020-2025

Table 2 - Sales of Processed Fruit and Vegetables by Category: Value 2020-2025

Table 3 - Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2020-2025

Table 4 - Sales of Processed Fruit and Vegetables by Category: % Value Growth 2020-2025

Table 5 - Sales of Frozen Processed Vegetables by Type: % Value Breakdown 2020-2025

Table 6 - NBO Company Shares of Processed Fruit and Vegetables: % Value 2021-2025

Table 7 - LBN Brand Shares of Processed Fruit and Vegetables: % Value 2022-2025

Table 8 - Distribution of Processed Fruit and Vegetables by Format: % Value 2020-2025

Table 9 - Forecast Sales of Processed Fruit and Vegetables by Category: Volume 2025-2030

Table 10 - Forecast Sales of Processed Fruit and Vegetables by Category: Value 2025-2030

Table 11 - Forecast Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2025-2030

Table 12 - Forecast Sales of Processed Fruit and Vegetables by Category: % Value Growth 2025-2030

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Staple Foods in Thailand - Industry Overview

EXECUTIVE SUMMARY

Cost pressures reshape staple food spending

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Staple foods benefits from home-cooking trend

Health and wellness continues to have strong impact on development

WHAT'S NEXT?

Affordability as key growth driver

Health and wellness trends set to accelerate and expand

Premiumisation and innovative flavours will shape progress

COMPETITIVE LANDSCAPE

Thai President Foods maintains overall leadership in 2025

Private label expands as living cost rise

CHANNELS

Modern trade dominates distribution

Proximity and favourable prices support growth in convenience channel

MARKET DATA

Table 13 - Sales of Staple Foods by Category: Volume 2020-2025

Table 14 - Sales of Staple Foods by Category: Value 2020-2025

Table 15 - Sales of Staple Foods by Category: % Volume Growth 2020-2025

Table 16 - Sales of Staple Foods by Category: % Value Growth 2020-2025

Table 17 - NBO Company Shares of Staple Foods: % Value 2021-2025

Table 18 - LBN Brand Shares of Staple Foods: % Value 2022-2025

Table 19 - Penetration of Private Label by Category: % Value 2020-2025

Table 20 - Distribution of Staple Foods by Format: % Value 2020-2025

Table 21 - Forecast Sales of Staple Foods by Category: Volume 2025-2030

Table 22 - Forecast Sales of Staple Foods by Category: Value 2025-2030

Table 23 - Forecast Sales of Staple Foods by Category: % Volume Growth 2025-2030

Table 24 - Forecast Sales of Staple Foods by Category: % Value Growth 2025-2030

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SOURCES

Summary 1 - Research Sources

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