



Euromonitor
International

Edible Oils in Thailand

February 2026

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

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

Morakot brand benefits from aggressive marketing campaigns

Gaysorn drives robust growth for Patum Vegetable Oil

CHANNELS

Neighbourhood stores remain favoured shopping destinations

Hypermarkets benefit from convenience appeal

CATEGORY DATA

Table 1 - Sales of Edible Oils by Category: Volume 2020-2025

Table 2 - Sales of Edible Oils by Category: Value 2020-2025

Table 3 - Sales of Edible Oils by Category: % Volume Growth 2020-2025

Table 4 - Sales of Edible Oils by Category: % Value Growth 2020-2025

Table 5 - NBO Company Shares of Edible Oils: % Value 2021-2025

Table 6 - LBN Brand Shares of Edible Oils: % Value 2022-2025

Table 7 - Distribution of Edible Oils by Format: % Value 2020-2025

Table 8 - Forecast Sales of Edible Oils by Category: Volume 2025-2030

Table 9 - Forecast Sales of Edible Oils by Category: Value 2025-2030

Table 10 - Forecast Sales of Edible Oils by Category: % Volume Growth 2025-2030

Table 11 - Forecast Sales of Edible Oils by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

Cooking Ingredients and Meals in Thailand - Industry Overview

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

CHANNELS

Hypermarkets attract cost-conscious consumers in 2025

Convenience demands drives growth in specific channels

MARKET DATA

Table 12 - Sales of Cooking Ingredients and Meals by Category: Volume 2020-2025

Table 13 - Sales of Cooking Ingredients and Meals by Category: Value 2020-2025

Table 14 - Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2020-2025

Table 15 - Sales of Cooking Ingredients and Meals by Category: % Value Growth 2020-2025

Table 16 - NBO Company Shares of Cooking Ingredients and Meals: % Value 2021-2025

Table 17 - LBN Brand Shares of Cooking Ingredients and Meals: % Value 2022-2025

Table 18 - Penetration of Private Label by Category: % Value 2020-2025

Table 19 - Distribution of Cooking Ingredients and Meals by Format: % Value 2020-2025

Table 20 - Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2025-2030

Table 21 - Forecast Sales of Cooking Ingredients and Meals by Category: Value 2025-2030

Table 22 - Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2025-2030

Table 23 - Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/edible-oils-in-thailand/report.