



Eggs in Thailand

January 2026

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Eggs in Thailand - Category analysis

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2025 DEVELOPMENTS

Strong role for eggs in traditional Thai diets

INDUSTRY PERFORMANCE

Demand continues to grow despite price volatility

Diversification of distribution channels

WHAT'S NEXT?

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Technology adoption will continue to improve the fresh eggs industry

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Increasing competition

Health awareness supports demand, but the desire for convenience presents a challenge

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