



Nuts in Thailand

January 2026

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Nuts offers range of health benefits

INDUSTRY PERFORMANCE

Growth driven by health-driven demand and seasonal dynamics

Weather and global trend drive cost fluctuations affecting price volatility

WHAT'S NEXT?

Storytelling marketing and product traceability

Expansion of online distribution channel is expected to continue

Summary 1 - Major Processors of Nuts 2025

CATEGORY DATA

Table 1 - Total Sales of Nuts by Category: Total Volume 2020-2025

Table 2 - Total Sales of Nuts by Category: % Total Volume Growth 2020-2025

Table 3 - Retail Sales of Nuts by Category: Volume 2020-2025

Table 4 - Retail Sales of Nuts by Category: % Volume Growth 2020-2025

Table 5 - Retail Sales of Nuts by Category: Value 2020-2025

Table 6 - Retail Sales of Nuts by Category: % Value Growth 2020-2025

Table 7 - Retail Sales of Nuts by Packaged vs Unpackaged: % Volume 2020-2025

Table 8 - Forecast Total Sales of Nuts by Category: Total Volume 2025-2030

Table 9 - Forecast Total Sales of Nuts by Category: % Total Volume Growth 2025-2030

Table 10 - Forecast Retail Sales of Nuts by Category: Volume 2025-2030

Table 11 - Forecast Retail Sales of Nuts by Category: % Volume Growth 2025-2030

Table 12 - Forecast Retail Sales of Nuts by Category: Value 2025-2030

Table 13 - Forecast Retail Sales of Nuts by Category: % Value Growth 2025-2030

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Fresh Food in Thailand - Industry Overview

EXECUTIVE SUMMARY

Conflicting forces shaping development of fresh food in Thailand

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Increasing competition

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

WHAT'S NEXT?

Increasing adoption of traceability technology to reassure consumers

Rising interest in plant-based and organic food

CHANNELS

Wet markets remain important

Expansion of online sales

MARKET DATA

Table 14 - Total Sales of Fresh Food by Category: Total Volume 2020-2025

Table 15 - Total Sales of Fresh Food by Category: % Total Volume Growth 2020-2025

Table 16 - Retail Sales of Fresh Food by Category: Volume 2020-2025

Table 17 - Retail Sales of Fresh Food by Category: % Volume Growth 2020-2025

Table 18 - Retail Sales of Fresh Food by Category: Value 2020-2025

Table 19 - Retail Sales of Fresh Food by Category: % Value Growth 2020-2025

Table 20 - Retail Sales of Fresh Food by Packaged vs Unpackaged: % Volume 2020-2025

Table 21 - Retail Distribution of Fresh Food by Format: % Volume 2020-2025

Table 22 - Forecast Total Sales of Fresh Food by Category: Total Volume 2025-2030

Table 23 - Forecast Total Sales of Fresh Food by Category: % Total Volume Growth 2025-2030

Table 24 - Forecast Retail Sales of Fresh Food by Category: Volume 2025-2030

Table 25 - Forecast Retail Sales of Fresh Food by Category: % Volume Growth 2025-2030

Table 26 - Forecast Retail Sales of Fresh Food by Category: Value 2025-2030

Table 27 - Forecast Retail Sales of Fresh Food by Category: % Value Growth 2025-2030

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SOURCES

Summary 2 - Research Sources

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