



Cooking Ingredients and Meals in Thailand

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EXECUTIVE SUMMARY

Home cooking and value-seeking reshape demand in 2025

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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

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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

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Shelf stable ready meals benefits from investment in innovation

WHAT'S NEXT?

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Players innovate in line with health and wellness trends

Rising interest in plant-based proteins offers growth opportunities

COMPETITIVE LANDSCAPE

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WHAT'S NEXT?

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WHAT'S NEXT?

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Brands likely to strengthen emotional connection with consumer base

COMPETITIVE LANDSCAPE

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