



Euromonitor
International

Meals and Soups in Thailand

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Meals and Soups in Thailand - Category analysis

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2025 DEVELOPMENTS

Ready meals gain relevance as households trade down from foodservice in 2025

INDUSTRY PERFORMANCE

Frozen ready meals continue to attract through convenience and affordability

Shelf stable ready meals benefits from investment in innovation

WHAT'S NEXT?

Frozen and chilled ready meals to drive future growth for meals and soups in Thailand

Players innovate in line with health and wellness trends

Rising interest in plant-based proteins offers growth opportunities

COMPETITIVE LANDSCAPE

CPRAM leads with private label lines

Charoen Pokphand invests more in health positioning

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Consumers choose convenience stores for easy access

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Cooking Ingredients and Meals in Thailand - Industry Overview

EXECUTIVE SUMMARY

Home cooking and value-seeking reshape demand in 2025

KEY DATA FINDINGS

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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

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