



# Edible Oils in Thailand

December 2023

Table of Contents

## Edible Oils in Thailand - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Olive oil rebounds in popularity thanks to health and wellness trends

Home cooking trends fuel demand for vegetable and seed oils, from budget-friendly to “healthier” options

Steady demand seen in foodservice, thanks to edible oils being a ubiquitous ingredient

#### PROSPECTS AND OPPORTUNITIES

Edible oils remains attractive to new brands and players, thanks to strong and widespread demand

Health and wellness trends set to support more premium edible oils

Domestic and global split between vegetable and olive oils expected to continue

#### CATEGORY DATA

Table 1 - Sales of Edible Oils by Category: Volume 2018-2023

Table 2 - Sales of Edible Oils by Category: Value 2018-2023

Table 3 - Sales of Edible Oils by Category: % Volume Growth 2018-2023

Table 4 - Sales of Edible Oils by Category: % Value Growth 2018-2023

Table 5 - NBO Company Shares of Edible Oils: % Value 2019-2023

Table 6 - LBN Brand Shares of Edible Oils: % Value 2020-2023

Table 7 - Distribution of Edible Oils by Format: % Value 2018-2023

Table 8 - Forecast Sales of Edible Oils by Category: Volume 2023-2028

Table 9 - Forecast Sales of Edible Oils by Category: Value 2023-2028

Table 10 - Forecast Sales of Edible Oils by Category: % Volume Growth 2023-2028

Table 11 - Forecast Sales of Edible Oils by Category: % Value Growth 2023-2028

## Cooking Ingredients and Meals in Thailand - Industry Overview

### EXECUTIVE SUMMARY

Cooking ingredients and meals in 2023: The big picture

Key trends in 2023

Competitive landscape

Channel developments

What next for cooking ingredients and meals?

#### MARKET DATA

Table 12 - Sales of Cooking Ingredients and Meals by Category: Volume 2018-2023

Table 13 - Sales of Cooking Ingredients and Meals by Category: Value 2018-2023

Table 14 - Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2018-2023

Table 15 - Sales of Cooking Ingredients and Meals by Category: % Value Growth 2018-2023

Table 16 - NBO Company Shares of Cooking Ingredients and Meals: % Value 2019-2023

Table 17 - LBN Brand Shares of Cooking Ingredients and Meals: % Value 2020-2023

Table 18 - Penetration of Private Label by Category: % Value 2018-2023

Table 19 - Distribution of Cooking Ingredients and Meals by Format: % Value 2018-2023

Table 20 - Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2023-2028

Table 21 - Forecast Sales of Cooking Ingredients and Meals by Category: Value 2023-2028

Table 22 - Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2023-2028

Table 23 - Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2023-2028

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### SOURCES

Summary 1 - Research Sources

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