

# Cooking Ingredients and Meals in Thailand

January 2025

Table of Contents

## Cooking Ingredients and Meals in Thailand

#### **EXECUTIVE SUMMARY**

Cooking ingredients and meals in 2024: The big picture

Key trends in 2024

Competitive landscape

Channel developments

What next for cooking ingredients and meals?

#### MARKET DATA

- Table 1 Sales of Cooking Ingredients and Meals by Category: Volume 2019-2024
- Table 2 Sales of Cooking Ingredients and Meals by Category: Value 2019-2024
- Table 3 Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2019-2024
- Table 4 Sales of Cooking Ingredients and Meals by Category: % Value Growth 2019-2024
- Table 5 NBO Company Shares of Cooking Ingredients and Meals: % Value 2020-2024
- Table 6 LBN Brand Shares of Cooking Ingredients and Meals: % Value 2021-2024
- Table 7 Penetration of Private Label by Category: % Value 2019-2024
- Table 8 Distribution of Cooking Ingredients and Meals by Format: % Value 2019-2024
- Table 9 Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2024-2029
- Table 10 Forecast Sales of Cooking Ingredients and Meals by Category: Value 2024-2029
- Table 11 Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2024-2029
- Table 12 Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2024-2029

#### DISCLAIMER

#### **SOURCES**

Summary 1 - Research Sources

# Edible Oils in Thailand

# KEY DATA FINDINGS

## 2024 DEVELOPMENTS

Unit price rises lead to only low volume growth for olive oil

Availability of palm oil experiences fluctuations due to supply issues, but price stabilisation measures keep it affordable Morakot continues to lead overall edible oils

### PROSPECTS AND OPPORTUNITIES

Growth in edible oils expected to continue, driven by cooking at home, and health and wellness trends

Health benefits will favour interest in alternative edible oils

Increasing sustainability efforts within edible oils

#### **CATEGORY DATA**

- Table 13 Sales of Edible Oils by Category: Volume 2019-2024
- Table 14 Sales of Edible Oils by Category: Value 2019-2024
- Table 15 Sales of Edible Oils by Category: % Volume Growth 2019-2024
- Table 16 Sales of Edible Oils by Category: % Value Growth 2019-2024
- Table 17 NBO Company Shares of Edible Oils: % Value 2020-2024
- Table 18 LBN Brand Shares of Edible Oils: % Value 2021-2024
- Table 19 Distribution of Edible Oils by Format: % Value 2019-2024
- Table 20 Forecast Sales of Edible Oils by Category: Volume 2024-2029
- Table 21 Forecast Sales of Edible Oils by Category: Value 2024-2029
- Table 22 Forecast Sales of Edible Oils by Category: % Volume Growth 2024-2029
- Table 23 Forecast Sales of Edible Oils by Category: % Value Growth 2024-2029

### Meals and Soups in Thailand

#### **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Continued growth for ready meals despite consumers facing a higher cost of living Consumers demand convenient meal solutions and different culinary choices Growing preference for healthier choices drives greater variety

#### PROSPECTS AND OPPORTUNITIES

Product innovation will continue to drive growth in ready meals

Increasing competition expected within frozen ready meals in the forecast period

Brands set to leverage plant-based options and sustainability commitments to appeal to a wider consumer base

#### **CATEGORY DATA**

- Table 24 Sales of Meals and Soups by Category: Volume 2019-2024
- Table 25 Sales of Meals and Soups by Category: Value 2019-2024
- Table 26 Sales of Meals and Soups by Category: % Volume Growth 2019-2024
- Table 27 Sales of Meals and Soups by Category: % Value Growth 2019-2024
- Table 28 Sales of Chilled Ready Meals by Ethnicity: % Value 2019-2024
- Table 29 Sales of Frozen Ready Meals by Ethnicity: % Value 2019-2024
- Table 30 Sales of Soup by Leading Flavours: Rankings 2019-2024
- Table 31 NBO Company Shares of Meals and Soups: % Value 2020-2024
- Table 32 LBN Brand Shares of Meals and Soups: % Value 2021-2024
- Table 33 Distribution of Meals and Soups by Format: % Value 2019-2024
- Table 34 Forecast Sales of Meals and Soups by Category: Volume 2024-2029
- Table 35 Forecast Sales of Meals and Soups by Category: Value 2024-2029
- Table 36 Forecast Sales of Meals and Soups by Category: % Volume Growth 2024-2029
- Table 37 Forecast Sales of Meals and Soups by Category: % Value Growth 2024-2029

# Sauces, Dips and Condiments in Thailand

## **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

New product innovations to elevate the cooking experience spur growth

Foodservice volumes continue to expand due to tourist influx

Convenience continues to be a key factor driving growth in sauces, dips and condiments

## PROSPECTS AND OPPORTUNITIES

Sauces, dips and condiments expected to maintain solid retail volume growth Greater opportunity for growth for product innovations with a health focus Increased availability and variety of plant-based sauces

#### **CATEGORY DATA**

- Table 38 Sales of Sauces, Dips and Condiments by Category: Volume 2019-2024
- Table 39 Sales of Sauces, Dips and Condiments by Category: Value 2019-2024
- Table 40 Sales of Sauces, Dips and Condiments by Category: % Volume Growth 2019-2024
- Table 41 Sales of Sauces, Dips and Condiments by Category: % Value Growth 2019-2024
- Table 42 Sales of Liquid Recipe Sauces by Type: % Value 2019-2024
- Table 43 Sales of Other Sauces and Condiments by Type: Rankings 2019-2024
- Table 44 NBO Company Shares of Sauces, Dips and Condiments: % Value 2020-2024
- Table 45 LBN Brand Shares of Sauces, Dips and Condiments: % Value 2021-2024
- Table 46 Distribution of Sauces, Dips and Condiments by Format: % Value 2019-2024

Table 47 - Forecast Sales of Sauces, Dips and Condiments by Category: Volume 2024-2029

Table 48 - Forecast Sales of Sauces, Dips and Condiments by Category: Value 2024-2029

Table 49 - Forecast Sales of Sauces, Dips and Condiments by Category: % Volume Growth 2024-2029

Table 50 - Forecast Sales of Sauces, Dips and Condiments by Category: % Value Growth 2024-2029

# Sweet Spreads in Thailand

#### **KEY DATA FINDINGS**

## 2024 DEVELOPMENTS

Sweet spreads sees modest growth amidst rising cost of living Impact of rising cocoa prices on chocolate spreads Increasing focus on health and wellness claims for jams and preserves

#### PROSPECTS AND OPPORTUNITIES

Tourist influx expected to drive up foodservice volumes of sweet spreads

Marketing and brand collaboration to spur consumer interest

Growing health and wellness trend to drive growth for nut and seed based spreads

#### **CATEGORY DATA**

Table 51 - Sales of Sweet Spreads by Category: Volume 2019-2024

Table 52 - Sales of Sweet Spreads by Category: Value 2019-2024

Table 53 - Sales of Sweet Spreads by Category: % Volume Growth 2019-2024

Table 54 - Sales of Sweet Spreads by Category: % Value Growth 2019-2024

Table 55 - Sales of Jams and Preserves by Leading Flavours: Rankings 2019-2024

Table 56 - NBO Company Shares of Sweet Spreads: % Value 2020-2024

Table 57 - LBN Brand Shares of Sweet Spreads: % Value 2021-2024

Table 58 - Distribution of Sweet Spreads by Format: % Value 2019-2024

Table 59 - Forecast Sales of Sweet Spreads by Category: Volume 2024-2029

Table 60 - Forecast Sales of Sweet Spreads by Category: Value 2024-2029

Table 61 - Forecast Sales of Sweet Spreads by Category: % Volume Growth 2024-2029

Table 62 - Forecast Sales of Sweet Spreads by Category: % Value Growth 2024-2029

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focusing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer
  trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with
  country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/cooking-ingredients-and-meals-in-thailand/report.