



Euromonitor
International

Meals and Soups in Thailand

January 2025

Table of Contents

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 1 - Sales of Meals and Soups by Category: Volume 2019-2024
- Table 2 - Sales of Meals and Soups by Category: Value 2019-2024
- Table 3 - Sales of Meals and Soups by Category: % Volume Growth 2019-2024
- Table 4 - Sales of Meals and Soups by Category: % Value Growth 2019-2024
- Table 5 - Sales of Chilled Ready Meals by Ethnicity: % Value 2019-2024
- Table 6 - Sales of Frozen Ready Meals by Ethnicity: % Value 2019-2024
- Table 7 - Sales of Soup by Leading Flavours: Rankings 2019-2024
- Table 8 - NBO Company Shares of Meals and Soups: % Value 2020-2024
- Table 9 - LBN Brand Shares of Meals and Soups: % Value 2021-2024
- Table 10 - Distribution of Meals and Soups by Format: % Value 2019-2024
- Table 11 - Forecast Sales of Meals and Soups by Category: Volume 2024-2029
- Table 12 - Forecast Sales of Meals and Soups by Category: Value 2024-2029
- Table 13 - Forecast Sales of Meals and Soups by Category: % Volume Growth 2024-2029
- Table 14 - Forecast Sales of Meals and Soups by Category: % Value Growth 2024-2029

Cooking Ingredients and Meals in Thailand - Industry Overview

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 15 - Sales of Cooking Ingredients and Meals by Category: Volume 2019-2024
- Table 16 - Sales of Cooking Ingredients and Meals by Category: Value 2019-2024
- Table 17 - Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2019-2024
- Table 18 - Sales of Cooking Ingredients and Meals by Category: % Value Growth 2019-2024
- Table 19 - NBO Company Shares of Cooking Ingredients and Meals: % Value 2020-2024
- Table 20 - LBN Brand Shares of Cooking Ingredients and Meals: % Value 2021-2024
- Table 21 - Penetration of Private Label by Category: % Value 2019-2024
- Table 22 - Distribution of Cooking Ingredients and Meals by Format: % Value 2019-2024
- Table 23 - Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2024-2029
- Table 24 - Forecast Sales of Cooking Ingredients and Meals by Category: Value 2024-2029
- Table 25 - Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2024-2029
- Table 26 - Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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 focussing 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/meals-and-soups-in-thailand/report.