



HW Cooking Ingredients and Meals in Thailand

August 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Plant-based trend creates new opportunities for brands in cooking ingredients and meals

Natural is the leading claim, as consumers aim to avoid unnecessary additives

Growing focus on sodium content

PROSPECTS AND OPPORTUNITIES

Opportunities for low/no salt key innovation as Thailand aims to cut salt consumption by 30%

Rising concern about sugar content

Ongoing rise in interest in natural and organic products

MARKET DATA

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Health and Wellness in Thailand - Industry Overview

EXECUTIVE SUMMARY

Health and wellness in focus

Consumer weight trends

Consumer diet trends

Health-related deaths

Blood pressure and cholesterol levels

Diabetes prevalence

DISCLAIMER

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