



Euromonitor
International

Health and Wellness in Thailand

January 2026

Table of Contents

EXECUTIVE SUMMARY

Health-driven moderation reshapes everyday consumption

INDUSTRY PERFORMANCE

- Sugar reduction becomes a structural health priority
- Functional nutrition supports premiumisation across categories
- Natural and clean-label cues reinforce trust and reassurance

WHAT'S NEXT

Health-driven innovation becomes more sophisticated and integrated

COUNTRY REPORTS DISCLAIMER

HW Hot Drinks in Thailand

KEY DATA FINDINGS

2024 DEVELOPMENTS

Health positioning evolves beyond sugar reduction

INDUSTRY PERFORMANCE

- Regulation-driven reformulation reshapes hot drinks portfolios
- Vitamin fortification sustains mainstream appeal
- Natural cues gain importance in coffee and tea

WHAT'S NEXT

- Functional benefits broaden health expectations
- Good source of vitamins remains a core differentiator
- Natural positioning evolves toward premium wellness

CATEGORY DATA

- Table 1 - Sales of Hot Drinks by Health and Wellness Type: Value 2020-2024
- Table 2 - Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2020-2024
- Table 3 - Company Shares of Organic Hot Drinks (Biggest HW Type in Global Hot Drinks): % Value 2020-2024
- Table 4 - Company Shares of Natural Hot Drinks (2nd Biggest HW Type in Global Hot Drinks): % Value 2020-2024
- Table 5 - Company Shares of Gluten Free Hot Drinks (3rd Biggest HW Type in Global Hot Drinks): % Value 2020-2024
- Table 6 - Company Shares of Good Source of Vitamins Hot Drinks (4th Biggest HW Type in Global Hot Drinks): % Value 2020-2024
- Table 7 - Company Shares of No Allergens Hot Drinks (5th Biggest HW Type in Global Hot Drinks): % Value 2020-2024
- Table 8 - Forecast Sales of Hot Drinks by Health and Wellness Type: Value 2024-2029
- Table 9 - Forecast Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2024-2029

COUNTRY REPORTS DISCLAIMER

HW Soft Drinks in Thailand

KEY DATA FINDINGS

2024 DEVELOPMENTS

Sugar reformulation accelerates amid regulatory pressure

INDUSTRY PERFORMANCE

- Reduced sugar becomes the central health and wellness driver
- Mineral positioning supports premium bottled water growth
- Natural positioning strengthens juice and coconut water appeal

WHAT'S NEXT

- Sugar reduction reshapes innovation and pricing strategies
- Mineral water relies on emotional branding and differentiation
- Natural claims converge with functional and plant-based hydration

CATEGORY DATA

- Table 10 - Sales of Soft Drinks by Health and Wellness Type: Value 2020-2024
- Table 11 - Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2020-2024
- Table 12 - Company Shares of No Sugar Soft Drinks (Biggest HW Type in Global Soft Drinks): % Value 2020-2024
- Table 13 - Company Shares of Energy Boosting Soft Drinks (2nd Biggest HW Type in Global Soft Drinks): % Value 2020-2024
- Table 14 - Company Shares of Natural Soft Drinks (3rd Biggest HW Type in Global Soft Drinks): % Value 2020-2024
- Table 15 - Company Shares of Good Source of Vitamins Soft Drinks (4th Biggest HW Type in Global Soft Drinks): % Value 2020-2024
- Table 16 - Company Shares of Gluten Free Soft Drinks (5th Biggest HW Type in Global Soft Drinks): % Value 2020-2024
- Table 17 - Forecast Sales of Soft Drinks by Health and Wellness Type: Value 2024-2029
- Table 18 - Forecast Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2024-2029

COUNTRY REPORTS DISCLAIMER

[HW Snacks in Thailand](#)

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Better for you snacking expands beyond niche audiences

INDUSTRY PERFORMANCE

- Better for you positioning strengthens across savoury snacks and treats
- Natural cues remain relevant through ingredient simplicity and snack credibility
- No sugar claims gain momentum as sugar reduction becomes habitual

WHAT'S NEXT

- Permissible indulgence and functional snacking shape future innovation
- Clean label expectations reinforce natural as a supporting claim
- No sugar remains central in confectionery as reformulation and variety expand

CATEGORY DATA

- Table 19 - Sales of Snacks by Health and Wellness Type: Value 2020-2024
- Table 20 - Sales of Snacks by Health and Wellness Type: % Value Growth 2020-2024
- Table 21 - Company Shares of Gluten Free Snacks (Biggest HW Type in Global Snacks): % Value 2020-2024
- Table 22 - Company Shares of Vegetarian Snacks (2nd Biggest HW Type in Global Snacks): % Value 2020-2024
- Table 23 - Company Shares of Organic Snacks (3rd Biggest HW Type in Global Snacks): % Value 2020-2024
- Table 24 - Company Shares of Vegan Snacks (4th Biggest HW Type in Global Snacks): % Value 2020-2024
- Table 25 - Company Shares of No Allergens Snacks (5th Biggest HW Type in Global Snacks): % Value 2020-2024
- Table 26 - Forecast Sales of Snacks by Health and Wellness Type: Value 2024-2029
- Table 27 - Forecast Sales of Snacks by Health and Wellness Type: % Value Growth 2024-2029

COUNTRY REPORTS DISCLAIMER

[HW Dairy Products and Alternatives in Thailand](#)

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Functional nutrition reshapes everyday dairy consumption

INDUSTRY PERFORMANCE

Functional fortification becomes a core growth driver
Mineral enrichment supports bone and overall health positioning
Vitamin-fortified dairy maintains broad consumer appeal

WHAT'S NEXT

Premiumisation and functional benefits shape future demand
Mineral fortification remains a long-term health priority
Vitamin-enriched dairy aligns with preventive wellness trends

CATEGORY DATA

- Table 28 - Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2020-2024
- Table 29 - Sales of Dairy Products and Alternatives by Health and Wellness Type: % Value Growth 2020-2024
- Table 30 - Company Shares of Organic Dairy Products and Alternatives (Biggest HW Type in Global Dairy Products and Alternatives): % Value 2020-2024
- Table 31 - Company Shares of Good Source of Minerals Dairy Products and Alternatives (2nd Biggest HW Type in Global Dairy Products and Alternatives): % V
- Table 32 - Company Shares of Gluten Free Dairy Products and Alternatives (3rd Biggest HW Type in Global Dairy Products and Alternatives): % Value 2020-20
- Table 33 - Company Shares of Lactose Free Dairy Products and Alternatives (4th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2020-2
- Table 34 - Company Shares of Low Fat Dairy Products and Alternatives (5th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2020-2024
- Table 35 - Forecast Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2024-2029
- Table 36 - Forecast Sales of Dairy Products and Alternatives by Health and Wellness Type: % Value Growth 2024-2029

COUNTRY REPORTS DISCLAIMER

[HW Cooking Ingredients and Meals in Thailand](#)

KEY DATA FINDINGS

2024 DEVELOPMENTS

Health-driven reformulation reshapes convenience-led categories

INDUSTRY PERFORMANCE

Health-led innovation balances nutrition, convenience and affordability
Natural positioning gains relevance through cleaner labels and reduced salt
Vegetarian and plant-based claims expand across everyday cooking

WHAT'S NEXT

Personalised nutrition and plant-based eating drive future growth
Natural claims supported by transparency and sodium reduction
Vegetarian options normalise across cooking ingredients and meals

CATEGORY DATA

- Table 37 - Sales of Cooking Ingredients and Meals by Health and Wellness Type: Value 2020-2024
- Table 38 - Sales of Cooking Ingredients and Meals by Health and Wellness Type: % Value Growth 2020-2024
- Table 39 - Company Shares of Organic Cooking Ingredients and Meals (Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2020-2024
- Table 40 - Company Shares of Gluten Free Cooking Ingredients and Meals (2nd Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2020-2024
- Table 41 - Company Shares of Vegetarian Cooking Ingredients and Meals (3rd Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2020-2024

Table 42 - Company Shares of Vegan Cooking Ingredients and Meals (4th Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2020-2024

Table 43 - Company Shares of Natural Cooking Ingredients and Meals (5th Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2020-2024

Table 44 - Forecast Sales of Cooking Ingredients and Meals by Health and Wellness Type: Value 2024-2029

Table 45 - Forecast Sales of Cooking Ingredients and Meals by Health and Wellness Type: % Value Growth 2024-2029

COUNTRY REPORTS DISCLAIMER

HW Staple Foods in Thailand

KEY DATA FINDINGS

2024 DEVELOPMENTS

Health-driven upgrades reshape everyday staples

INDUSTRY PERFORMANCE

- Health-conscious reformulation supports staple food demand
- Organic staples gain traction, led by rice
- Natural positioning strengthens through whole grains and low GI awareness

WHAT'S NEXT

- Functional value and premium health attributes shape future growth
- Organic remains niche but supported by health awareness
- Natural claims evolve alongside fibre and sugar reduction

CATEGORY DATA

Table 46 - Sales of Staple Foods by Health and Wellness Type: Value 2020-2024

Table 47 - Sales of Staple Foods by Health and Wellness Type: % Value Growth 2020-2024

Table 48 - Company Shares of Gluten Free Staple Foods (Biggest HW Type in Global Staple Foods): % Value 2020-2024

Table 49 - Company Shares of Organic Staple Foods (2nd Biggest HW Type in Global Staple Foods): % Value 2020-2024

Table 50 - Company Shares of High Fibre Staple Foods (3rd Biggest HW Type in Global Staple Foods): % Value 2020-2024

Table 51 - Company Shares of Vegetarian Staple Foods (4th Biggest HW Type in Global Staple Foods): % Value 2020-2024

Table 52 - Company Shares of No Allergens Staple Foods (5th Biggest HW Type in Global Staple Foods): % Value 2020-2024

Table 53 - Forecast Sales of Staple Foods by Health and Wellness Type: Value 2024-2029

Table 54 - Forecast Sales of Staple Foods by Health and Wellness Type: % Value Growth 2024-2029

COUNTRY REPORTS DISCLAIMER

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/health-and-wellness-in-thailand/report.