



Baked Goods in Thailand

February 2026

Table of Contents

Baked Goods in Thailand - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Rising prices shift dessert occasions into retail

INDUSTRY PERFORMANCE

Cakes and packaged bread gain ground as alternatives to foodservice desserts

Pastries drives overall growth

WHAT'S NEXT?

Convenience trend to benefit RTE packaged baked goods

Organic and natural demand set to accelerate

Matcha variants will become more prevalent in baked goods items

COMPETITIVE LANDSCAPE

President Bakery maintains leadership through response to current preferences

Leading player invests in indulgence-based innovation

CHANNELS

Small local grocers and food specialists lead distribution in 2025

Convenience channel enjoys expansion

CATEGORY DATA

Table 1 - Sales of Baked Goods by Category: Volume 2020-2025

Table 2 - Sales of Baked Goods by Category: Value 2020-2025

Table 3 - Sales of Baked Goods by Category: % Volume Growth 2020-2025

Table 4 - Sales of Baked Goods by Category: % Value Growth 2020-2025

Table 5 - Sales of Pastries by Type: % Value 2020-2025

Table 6 - NBO Company Shares of Baked Goods: % Value 2021-2025

Table 7 - LBN Brand Shares of Baked Goods: % Value 2022-2025

Table 8 - Distribution of Baked Goods by Format: % Value 2020-2025

Table 9 - Forecast Sales of Baked Goods by Category: Volume 2025-2030

Table 10 - Forecast Sales of Baked Goods by Category: Value 2025-2030

Table 11 - Forecast Sales of Baked Goods by Category: % Volume Growth 2025-2030

Table 12 - Forecast Sales of Baked Goods by Category: % Value Growth 2025-2030

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[Staple Foods in Thailand - Industry Overview](#)

EXECUTIVE SUMMARY

Cost pressures reshape staple food spending

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Staple foods benefits from home-cooking trend

Health and wellness continues to have strong impact on development

WHAT'S NEXT?

Affordability as key growth driver

Health and wellness trends set to accelerate and expand

Premiumisation and innovative flavours will shape progress

COMPETITIVE LANDSCAPE

Thai President Foods maintains overall leadership in 2025

Private label expands as living cost rise

CHANNELS

Modern trade dominates distribution

Proximity and favourable prices support growth in convenience channel

MARKET DATA

Table 13 - Sales of Staple Foods by Category: Volume 2020-2025

Table 14 - Sales of Staple Foods by Category: Value 2020-2025

Table 15 - Sales of Staple Foods by Category: % Volume Growth 2020-2025

Table 16 - Sales of Staple Foods by Category: % Value Growth 2020-2025

Table 17 - NBO Company Shares of Staple Foods: % Value 2021-2025

Table 18 - LBN Brand Shares of Staple Foods: % Value 2022-2025

Table 19 - Penetration of Private Label by Category: % Value 2020-2025

Table 20 - Distribution of Staple Foods by Format: % Value 2020-2025

Table 21 - Forecast Sales of Staple Foods by Category: Volume 2025-2030

Table 22 - Forecast Sales of Staple Foods by Category: Value 2025-2030

Table 23 - Forecast Sales of Staple Foods by Category: % Volume Growth 2025-2030

Table 24 - Forecast Sales of Staple Foods by Category: % Value Growth 2025-2030

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SOURCES

Summary 1 - Research Sources

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