



Rice, Pasta and Noodles in Thailand

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Table of Contents

Rice, Pasta and Noodles in Thailand - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Home cooking supports staples demand amid cost pressures

INDUSTRY PERFORMANCE

Category products benefit from affordability and staple status

Pasta rises fastest, while rice remains key carb for Thais

WHAT'S NEXT?

Rice will continue to benefit from every-day consumptions, with pasta attracting rising interest

Players promote through health-related events

Rice to gain more premium positioning through focus on diverse flavours

COMPETITIVE LANDSCAPE

Mama leads brands with continuous innovation

Mama engages brand ambassadors to connect with younger consumers

CHANNELS

Hypermarkets players boost private label growth

Forecourt retailers leads expansion, while e-commerce benefits from players' omnichannel approach

CATEGORY DATA

Table 1 - Sales of Rice, Pasta and Noodles by Category: Volume 2020-2025

Table 2 - Sales of Rice, Pasta and Noodles by Category: Value 2020-2025

Table 3 - Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2020-2025

Table 4 - Sales of Rice, Pasta and Noodles by Category: % Value Growth 2020-2025

Table 5 - Sales of Instant Noodles by Leading Flavours: Rankings 2020-2025

Table 6 - NBO Company Shares of Rice, Pasta and Noodles: % Value 2021-2025

Table 7 - LBN Brand Shares of Rice, Pasta and Noodles: % Value 2022-2025

Table 8 - NBO Company Shares of Rice: % Value 2021-2025

Table 9 - LBN Brand Shares of Rice: % Value 2022-2025

Table 10 - NBO Company Shares of Pasta: % Value 2021-2025

Table 11 - LBN Brand Shares of Pasta: % Value 2022-2025

Table 12 - NBO Company Shares of Noodles: % Value 2021-2025

Table 13 - LBN Brand Shares of Noodles: % Value 2022-2025

Table 14 - Distribution of Rice, Pasta and Noodles by Format: % Value 2020-2025

Table 15 - Distribution of Rice by Format: % Value 2020-2025

Table 16 - Distribution of Pasta by Format: % Value 2020-2025

Table 17 - Distribution of Noodles by Format: % Value 2020-2025

Table 18 - Forecast Sales of Rice, Pasta and Noodles by Category: Volume 2025-2030

Table 19 - Forecast Sales of Rice, Pasta and Noodles by Category: Value 2025-2030

Table 20 - Forecast Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2025-2030

Table 21 - Forecast Sales of Rice, Pasta and Noodles 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 22 - Sales of Staple Foods by Category: Volume 2020-2025

Table 23 - Sales of Staple Foods by Category: Value 2020-2025

Table 24 - Sales of Staple Foods by Category: % Volume Growth 2020-2025

Table 25 - Sales of Staple Foods by Category: % Value Growth 2020-2025

Table 26 - NBO Company Shares of Staple Foods: % Value 2021-2025

Table 27 - LBN Brand Shares of Staple Foods: % Value 2022-2025

Table 28 - Penetration of Private Label by Category: % Value 2020-2025

Table 29 - Distribution of Staple Foods by Format: % Value 2020-2025

Table 30 - Forecast Sales of Staple Foods by Category: Volume 2025-2030

Table 31 - Forecast Sales of Staple Foods by Category: Value 2025-2030

Table 32 - Forecast Sales of Staple Foods by Category: % Volume Growth 2025-2030

Table 33 - Forecast Sales of Staple Foods by Category: % Value Growth 2025-2030

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SOURCES

Summary 1 - Research Sources

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