



# Processed Fruit and Vegetables in Thailand

February 2026

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## Processed Fruit and Vegetables in Thailand - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Convenience-led formats support steady progress

#### INDUSTRY PERFORMANCE

Shelf stable fruit favoured for home cooking

Frozen processed potatoes prove popular thanks to convenience

#### WHAT'S NEXT?

Home cooking trend to fuel further strong growth for frozen vegetables and potatoes

Rising interest in frozen variants driven by increased health awareness

Sustainability efforts set to increase as environmental concerns accelerate

#### COMPETITIVE LANDSCAPE

Leading player builds strength through focus on consumer connection

Rising living costs support private label growth

#### CHANNELS

Hypermarkets and supermarkets lead distribution

E-commerce rises fastest while convenience channel benefits from nationwide network

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### 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

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