



Eggs in Thailand

January 2026

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Eggs in Thailand - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Strong role for eggs in traditional Thai diets

INDUSTRY PERFORMANCE

Demand continues to grow despite price volatility

Diversification of distribution channels

WHAT'S NEXT?

Increasing demand for healthier food options - including eggs

Technology adoption will continue to improve the fresh eggs industry

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Conflicting forces shaping development of fresh food in Thailand

KEY DATA FINDINGS

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Increasing competition

Health awareness supports demand, but the desire for convenience presents a challenge

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