



Pulses in Thailand

January 2026

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Pulses in Thailand - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Price increases hit demand

INDUSTRY PERFORMANCE

Volatile prices hinder growth of consumption

Clean labels and product safety are key for consumers

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Certification remains key in building consumers' confidence and trust

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Conflicting forces shaping development of fresh food in Thailand

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

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