



Sweet Spreads in Thailand

February 2026

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Sweet Spreads in Thailand - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

At-home snacking and cleaner labels support sweet spreads growth in 2025

INDUSTRY PERFORMANCE

Jams and preserves continues to dominate sweet spreads in Thailand

Health trends boost honey and nut and seed based spreads

WHAT'S NEXT?

Persistent shift away from foodservice will support sweet spreads sales in forecast period

Functionality-based innovation anticipated for nut and seed based spreads

Brands likely to strengthen emotional connection with consumer base

COMPETITIVE LANDSCAPE

Local players gain ground through use of local ingredients

Tasty Herb focuses on broad flavour array

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Cooking Ingredients and Meals in Thailand - Industry Overview

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Home cooking and value-seeking reshape demand in 2025

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Affordability as central concern for Thai consumers in 2025

Convenience trend supports sales of ready meals and recipe sauces

Prevailing health and wellness trends remain highly impactful

WHAT'S NEXT?

Forecast period to see further growth driven by convenient and affordable formats

Players likely to focus on differentiation and health positioning

Input costs and inflationary pressure remain challenges

COMPETITIVE LANDSCAPE

Leading players benefit from high brand equity

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