



Fruits in Thailand

January 2026

Table of Contents

Fruits in Thailand - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Supply issues and price increases drive down volume sales

INDUSTRY PERFORMANCE

Consumers torn between price consciousness and health awareness

Expanding retail horizons: from convenience stores to social commerce

WHAT'S NEXT?

Expansion of digital platforms

Premium quality and organic appeal: health and sustainability driving fruit choices

Summary 1 - Major Processors of Fruits 2025

CATEGORY DATA

Table 1 - Total Sales of Fruits by Category: Total Volume 2020-2025

Table 2 - Total Sales of Fruits by Category: % Total Volume Growth 2020-2025

Table 3 - Retail Sales of Fruits by Category: Volume 2020-2025

Table 4 - Retail Sales of Fruits by Category: % Volume Growth 2020-2025

Table 5 - Retail Sales of Fruits by Category: Value 2020-2025

Table 6 - Retail Sales of Fruits by Category: % Value Growth 2020-2025

Table 7 - Retail Sales of Fruits by Packaged vs Unpackaged: % Volume 2020-2025

Table 8 - Forecast Total Sales of Fruits by Category: Total Volume 2025-2030

Table 9 - Forecast Total Sales of Fruits by Category: % Total Volume Growth 2025-2030

Table 10 - Forecast Retail Sales of Fruits by Category: Volume 2025-2030

Table 11 - Forecast Retail Sales of Fruits by Category: % Volume Growth 2025-2030

Table 12 - Forecast Retail Sales of Fruits by Category: Value 2025-2030

Table 13 - Forecast Retail Sales of Fruits by Category: % Value Growth 2025-2030

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Fresh Food in Thailand - Industry Overview

EXECUTIVE SUMMARY

Conflicting forces shaping development of fresh food in Thailand

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Increasing competition

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

WHAT'S NEXT?

Increasing adoption of traceability technology to reassure consumers

Rising interest in plant-based and organic food

CHANNELS

Wet markets remain important

Expansion of online sales

MARKET DATA

Table 14 - Total Sales of Fresh Food by Category: Total Volume 2020-2025

Table 15 - Total Sales of Fresh Food by Category: % Total Volume Growth 2020-2025

Table 16 - Retail Sales of Fresh Food by Category: Volume 2020-2025
Table 17 - Retail Sales of Fresh Food by Category: % Volume Growth 2020-2025
Table 18 - Retail Sales of Fresh Food by Category: Value 2020-2025
Table 19 - Retail Sales of Fresh Food by Category: % Value Growth 2020-2025
Table 20 - Retail Sales of Fresh Food by Packaged vs Unpackaged: % Volume 2020-2025
Table 21 - Retail Distribution of Fresh Food by Format: % Volume 2020-2025
Table 22 - Forecast Total Sales of Fresh Food by Category: Total Volume 2025-2030
Table 23 - Forecast Total Sales of Fresh Food by Category: % Total Volume Growth 2025-2030
Table 24 - Forecast Retail Sales of Fresh Food by Category: Volume 2025-2030
Table 25 - Forecast Retail Sales of Fresh Food by Category: % Volume Growth 2025-2030
Table 26 - Forecast Retail Sales of Fresh Food by Category: Value 2025-2030
Table 27 - Forecast Retail Sales of Fresh Food by Category: % Value Growth 2025-2030

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SOURCES

Summary 2 - Research Sources

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