



# Vegetables in Thailand

January 2026

Table of Contents

## Vegetables in Thailand - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Rising health consciousness supports demand for vegetables

#### INDUSTRY PERFORMANCE

Volatile prices were seen due to prolonged bad weather affecting yield quality and quantity

Digital platforms expanding

#### WHAT'S NEXT?

Consumers set to seek high quality vegetables with clean labels

Farmers are increasingly adopting technology to reduce the risk of bad harvests

Summary 1 - Major Processors of Vegetables 2025

### CATEGORY DATA

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

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

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

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

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

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

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

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

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

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

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

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

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

### COUNTRY REPORTS DISCLAIMER

## 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

## COUNTRY REPORTS DISCLAIMER

## SOURCES

Summary 2 - Research Sources

### About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/vegetables-in-thailand/report](http://www.euromonitor.com/vegetables-in-thailand/report).