



Euromonitor
International

Cooking Ingredients and Meals in Laos

November 2025

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EXECUTIVE SUMMARY

Moderate growth of cooking ingredients and meals supported by urbanisation and rising convenience trend

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Leading brands maintain strong equity though price sensitivity encourages demand for smaller pack sizes

Regional players focus on health and wellness through lower priced smaller pack sizes

Developments in packaging and format innovation in response to consumer demand for convenience and portion control

WHAT'S NEXT?

Sales growth of cooking ingredients and meals is supported by population growth, foodservice expansion and changing consumer preferences

Innovations increasingly encompass budget-friendly pack sizes and localised flavours

Industry players invest further in collaborations with local influencers and digital engagement

COMPETITIVE LANDSCAPE

Thanakorn Vegetable Oil Products Co Ltd leads with its popular Cook brand in edible oils

Unilever achieves rapid growth thanks to the popularity of its Knorr brand

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Small local grocers remains dominant for cooking ingredients and meals

Supermarkets registers the strongest growth

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DISCLAIMER

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Growing consumption of edible oils in urban areas

What's Next?

Ongoing economic pressures stimulate some downtrading among consumers

Brands endeavour to balance affordability, convenience and evolving consumer preferences

Health and wellness increasingly influences consumer product choices

Competitive Landscape

Thanakorn Vegetable Oil Products Co retains its lead in edible oils

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Steady forecast period growth thanks to growing demand for convenience, though the category remains niche

Health and wellness increasingly characterises meals and soups

Sustainability efforts encourage industry players to change their packaging

Competitive Landscape

Unilever leads with its Knorr brand

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