Cooking Ingredients and Meals in Laos

November 2025

Table of Contents

Cooking Ingredients and Meals in Laos

Unilever is set to see the fastest growth in 2025 with its Best Food brand

Channels

Small local grocers remains the dominant channel for edible oils

Retail e-commerce enjoys the fastest growth, from a low base

Category Data

Table 12 - Sales of Edible Oils by Category: Volume 2020-2025

Table 13 - Sales of Edible Oils by Category: Value 2020-2025

Table 14 - Sales of Edible Oils by Category: % Volume Growth 2020-2025

Table 15 - Sales of Edible Oils by Category: % Value Growth 2020-2025

Table 16 - NBO Company Shares of Edible Oils: % Value 2021-2025

Table 17 - LBN Brand Shares of Edible Oils: % Value 2021-2025

Table 18 - Forecast Sales of Edible Oils by Category: Volume 2025-2030

Table 19 - Forecast Sales of Edible Oils by Category: Value 2025-2030

Table 20 - Forecast Sales of Edible Oils by Category: % Volume Growth 2025-2030

Table 21 - Forecast Sales of Edible Oils by Category: % Value Growth 2025-2030

MEALS AND SOUPS

2025 Developments

Meals and soups remains a highly niche category

Industry Performance

Sales of meals and soups remain negligible in 2025

Despite its niche status, the category is developing in terms of brands and distribution

What’s Next?

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

Surapon Foods Public Company Limited achieves the fastest growth with its eponymous brand

Channels

Modern grocery retailers remain the leading channels for meals and soups

Convenience stores achieves the fastest growth thanks to rapid expansion across the country

Category Data

Table 22 - Sales of Meals and Soups by Category: Volume 2020-2025

Table 23 - Sales of Meals and Soups by Category: Value 2020-2025

Table 24 - Sales of Meals and Soups by Category: % Volume Growth 2020-2025

Table 25 - Sales of Meals and Soups by Category: % Value Growth 2020-2025

Table 26 - NBO Company Shares of Meals and Soups: % Value 2021-2025

Table 27 - LBN Brand Shares of Meals and Soups: % Value 2021-2025

Table 28 - Forecast Sales of Meals and Soups by Category: Volume 2025-2030

Table 29 - Forecast Sales of Meals and Soups by Category: Value 2025-2030

Table 30 - Forecast Sales of Meals and Soups by Category: % Volume Growth 2025-2030

Table 31 - Forecast Sales of Meals and Soups by Category: % Value Growth 2025-2030

SAUCES, DIPS AND CONDIMENTS

Key Data Findings

2025 Developments

Moderate growth of sauces, dips and condiments due to daily use in cooking

Industry Performance

Urbanisation and growing demand for time-saving products boost category sales

Consumer demand for traditional spicy and savoury flavours characterises herbs and spices and sauces

What’s Next?

Modest forecast period growth of sauces, dips and condiments

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/cooking-ingredients-and-meals-in-laos/report.