



# Cooking Ingredients and Meals in Thailand

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## Cooking Ingredients and Meals in Thailand

### EXECUTIVE SUMMARY

Home cooking and value-seeking reshape demand in 2025

### KEY DATA FINDINGS

#### INDUSTRY PERFORMANCE

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

Home-cooking trend drives growth for players in spreads and sauces

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Sustainability in sourcing and packaging comes further to the fore

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## INDUSTRY PERFORMANCE

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## WHAT'S NEXT?

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### WHAT'S NEXT?

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Polarisation in packaging formats set to become more pronounced

### COMPETITIVE LANDSCAPE

Ajinomoto Sales leads thanks to shift away from foodservice

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### Sweet Spreads in Thailand

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#### 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

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#### CHANNELS

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