



Staple Foods in Thailand

February 2026

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Staple Foods in Thailand

EXECUTIVE SUMMARY

Cost pressures reshape staple food spending

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INDUSTRY PERFORMANCE

Staple foods benefits from home-cooking trend

Health and wellness continues to have strong impact on development

WHAT'S NEXT?

Affordability as key growth driver

Health and wellness trends set to accelerate and expand

Premiumisation and innovative flavours will shape progress

COMPETITIVE LANDSCAPE

Thai President Foods maintains overall leadership in 2025

Private label expands as living cost rise

CHANNELS

Modern trade dominates distribution

Proximity and favourable prices support growth in convenience channel

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Rising prices shift dessert occasions into retail

INDUSTRY PERFORMANCE

Cakes and packaged bread gain ground as alternatives to foodservice desserts

Pastries drives overall growth

WHAT'S NEXT?

Convenience trend to benefit RTE packaged baked goods
Organic and natural demand set to accelerate
Matcha variants will become more prevalent in baked goods items

COMPETITIVE LANDSCAPE

President Bakery maintains leadership through response to current preferences
Leading player invests in indulgence-based innovation

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[Breakfast Cereals in Thailand](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Granola-led innovation strengthens breakfast cereals

INDUSTRY PERFORMANCE

Consumers show increased interest in nutrition
RTE cereals sees growth fuelled by granola

WHAT'S NEXT?

Convenience channel set to see further expansion within breakfast cereals
Muesli and granola will continue to attract attention thanks to alignment with current health trends
Flavour innovations designed pique consumers' interest

COMPETITIVE LANDSCAPE

Brunch Time leads through Diamond Grains in granola
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Hypermarkets maintains dominance over distribution of breakfast cereals
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INDUSTRY PERFORMANCE

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Frozen processed potatoes prove popular thanks to convenience

WHAT'S NEXT?

Home cooking trend to fuel further strong growth for frozen vegetables and potatoes

Rising interest in frozen variants driven by increased health awareness

Sustainability efforts set to increase as environmental concerns accelerate

COMPETITIVE LANDSCAPE

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At-home eating drives demand for convenient proteins

INDUSTRY PERFORMANCE

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Consumers remain highly cost conscious

WHAT'S NEXT?

Thai consumers will continue to seek out value-for-money options

Health trends undermine demand for shelf stable variants

Meat and seafood substitutes will benefit from investment in innovation

COMPETITIVE LANDSCAPE

Charoen Pokphand leads through CP easy-to-prepare formats

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[Rice, Pasta and Noodles in Thailand](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Home cooking supports staples demand amid cost pressures

INDUSTRY PERFORMANCE

Category products benefit from affordability and staple status

Pasta rises fastest, while rice remains key carb for Thais

WHAT'S NEXT?

Rice will continue to benefit from every-day consumptions, with pasta attracting rising interest

Players promote through health-related events

Rice to gain more premium positioning through focus on diverse flavours

COMPETITIVE LANDSCAPE

Mama leads brands with continuous innovation

Mama engages brand ambassadors to connect with younger consumers

CHANNELS

Hypermarkets players boost private label growth

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