



Processed Meat, Seafood and Alternatives To Meat in Thailand

February 2026

Processed Meat, Seafood and Alternatives To Meat in Thailand - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

At-home eating drives demand for convenient proteins

INDUSTRY PERFORMANCE

Meat and seafood substitutes outpaces overall category growth in 2025

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

Leading player expands through strategic marketing

CHANNELS

Hypermarkets channel continues to dominate thanks to broad range and regular promotions

Small local grocers sees strong growth as consumers shift to neighbourhood stores

CATEGORY DATA

Table 1 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2020-2025

Table 2 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2020-2025

Table 3 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Volume Growth 2020-2025

Table 4 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Value Growth 2020-2025

Table 5 - Sales of Shelf Stable Processed Red Meat by Type: % Volume Breakdown 2020-2025

Table 6 - Sales of Chilled Processed Red Meat by Type: % Volume Breakdown 2020-2025

Table 7 - Sales of Frozen Processed Red Meat by Type: % Volume Breakdown 2020-2025

Table 8 - Sales of Frozen Processed Poultry by Type: % Value Breakdown 2020-2025

Table 9 - Sales of Frozen Processed Seafood by Type: % Value Breakdown 2020-2025

Table 10 - NBO Company Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2021-2025

Table 11 - LBN Brand Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2022-2025

Table 12 - Distribution of Processed Meat, Seafood and Alternatives to Meat by Format: % Value 2020-2025

Table 13 - Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2025-2030

Table 14 - Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2025-2030

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[Staple Foods in Thailand - Industry Overview](#)

EXECUTIVE SUMMARY

Cost pressures reshape staple food spending

KEY DATA FINDINGS

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

MARKET DATA

- Table 15 - Sales of Staple Foods by Category: Volume 2020-2025
- Table 16 - Sales of Staple Foods by Category: Value 2020-2025
- Table 17 - Sales of Staple Foods by Category: % Volume Growth 2020-2025
- Table 18 - Sales of Staple Foods by Category: % Value Growth 2020-2025
- Table 19 - NBO Company Shares of Staple Foods: % Value 2021-2025
- Table 20 - LBN Brand Shares of Staple Foods: % Value 2022-2025
- Table 21 - Penetration of Private Label by Category: % Value 2020-2025
- Table 22 - Distribution of Staple Foods by Format: % Value 2020-2025
- Table 23 - Forecast Sales of Staple Foods by Category: Volume 2025-2030
- Table 24 - Forecast Sales of Staple Foods by Category: Value 2025-2030
- Table 25 - Forecast Sales of Staple Foods by Category: % Volume Growth 2025-2030
- Table 26 - Forecast Sales of Staple Foods by Category: % Value Growth 2025-2030

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SOURCES

Summary 1 - Research Sources

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/processed-meat-seafood-and-alternatives-to-meat-in-thailand/report.