



Meals and Soups Packaging in Thailand

September 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Plastic pouches drive growth in Thailand's meals and soups packaging, as soup packaging declines
Folding cartons dominate frozen pizza packaging in Thailand
Compostable paper bowl innovation reshaping soups and ready meals packaging in Thailand

PROSPECTS AND OPPORTUNITIES

Rising ready meals packaging volumes offset decline in soups in Thailand
The 200g and 250g pack sizes will remain most popular in meals and soups packaging

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EXECUTIVE SUMMARY

Packaging in 2024: The big picture
2024 key trends
Thailand's food packaging market embraces green solutions and practical formats
Sustainability drives rPET and paper-based packaging innovation in non-alcoholic drinks
Thailand's alcoholic drinks packaging evolves with sustainability and convenience
Sustainability and flexible formats drive beauty and personal care packaging
Thailand's home care packaging is being driven by affordability and innovation
Lightweight, cost-effective solutions gain traction in pet food packaging

PACKAGING LEGISLATION

Thailand introduces stricter rules on alcohol packaging size and labelling
Thailand drafts law for sustainable packaging and EPR compliance

RECYCLING AND THE ENVIRONMENT

Thailand's binding EPR law to transform packaging recovery and recycling
Thailand's Plastic Waste Management Roadmap
Table 1 - Overview of Packaging Recycling and Recovery in Thailand: 2022/2023 and Targets for 2024

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