



# Meals and Soups Packaging in Thailand

September 2025

Table of Contents

## Meals and Soups Packaging in Thailand - Category analysis

### 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

### DISCLAIMER

#### Meals and Soups Packaging in Thailand - Company Profiles

#### Packaging Industry in Thailand - Industry Overview

### 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

### DISCLAIMER

## 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/meals-and-soups-packaging-in-thailand/report](http://www.euromonitor.com/meals-and-soups-packaging-in-thailand/report).