



Euromonitor  
International

# HW Cooking Ingredients and Meals in Thailand

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Health-driven reformulation reshapes convenience-led categories

INDUSTRY PERFORMANCE

Health-led innovation balances nutrition, convenience and affordability  
Natural positioning gains relevance through cleaner labels and reduced salt  
Vegetarian and plant-based claims expand across everyday cooking

WHAT'S NEXT

Personalised nutrition and plant-based eating drive future growth  
Natural claims supported by transparency and sodium reduction  
Vegetarian options normalise across cooking ingredients and meals

CATEGORY DATA

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Health and Wellness in Thailand - Industry Overview

EXECUTIVE SUMMARY

Health-driven moderation reshapes everyday consumption

INDUSTRY PERFORMANCE

Sugar reduction becomes a structural health priority  
Functional nutrition supports premiumisation across categories  
Natural and clean-label cues reinforce trust and reassurance

WHAT'S NEXT

Health-driven innovation becomes more sophisticated and integrated

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/hw-cooking-ingredients-and-meals-in-thailand/report](http://www.euromonitor.com/hw-cooking-ingredients-and-meals-in-thailand/report).