



HW Cooking Ingredients and Meals in Thailand

January 2026

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HW Cooking Ingredients and Meals in Thailand - Category analysis

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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

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Personalised nutrition and plant-based eating drive future growth

Natural claims supported by transparency and sodium reduction

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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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