



# Passport

## Meals and Soups Packaging in Thailand

Euromonitor International

October 2023

This sample report is for illustration  
purposes only.

Some content and data have been  
changed.

To purchase a full version, please visit  
[www.euromonitor.com](http://www.euromonitor.com)

# LIST OF CONTENTS AND TABLES

Meals and Soups Packaging in Thailand - Category Analysis.....	1
KEY DATA FINDINGS.....	1
2022 DEVELOPMENTS.....	1
Flexible aluminium/paper is mostly used for dried ready meals as it is convenient .....	1
Dry soup brands use pack types that help showcase product appeal .....	1
Folding cartons are used for frozen pizza, owing to their protective features .....	1
PROSPECTS AND OPPORTUNITIES.....	2
Strong growth for ready meals will boost demand for ready meal trays.....	2
Slow growth for folding cartons in frozen pizza, but plastic pouches will gain share in shelf stable ready meals.....	2
Packaging in Thailand - Industry Overview .....	3
EXECUTIVE SUMMARY .....	3
Packaging in 2022: The big picture.....	3
2022 key trends .....	3
Brands primarily focussed on brick liquid cartons for cream and milk.....	3
Smaller pack sizes dominate in soft drinks .....	4
The 330ml pack remains the most popular size for alcoholic drinks in thailand.....	4
Smart packaging popular for beauty and personal care products in thailand .....	4
Hdpe bottles the main pack type in surface care .....	5
PACKAGING LEGISLATION.....	5
New legislation for food-contact plastics .....	5
RECYCLING AND THE ENVIRONMENT .....	5
Singha at the forefront of sustainable packaging and waste management in thailand .....	5

# MEALS AND SOUPS PACKAGING IN THAILAND - CATEGORY ANALYSIS

## KEY DATA FINDINGS

Content removed from sample

## 2022 DEVELOPMENTS

Flexible aluminium/paper is mostly used for dried ready meals as it is convenient

Content removed from sample

Dry soup brands use pack types that help showcase product appeal

Content removed from sample

Folding cartons are used for frozen pizza, owing to their protective features

Content removed from sample

## PROSPECTS AND OPPORTUNITIES

Strong growth for ready meals will boost demand for ready meal trays

Content removed from sample

Slow growth for folding cartons in frozen pizza, but plastic pouches will gain share in shelf stable ready meals

Content removed from sample

# PACKAGING IN THAILAND - INDUSTRY OVERVIEW

## EXECUTIVE SUMMARY

### Packaging in 2022: The big picture

Content removed from sample

### 2022 key trends

Content removed from sample

### Brands primarily focussed on brick liquid cartons for cream and milk

Content removed from sample

**Content removed from sample**

Smaller pack sizes dominate in soft drinks

**Content removed from sample**

The 330ml pack remains the most popular size for alcoholic drinks in thailand

**Content removed from sample**

Smart packaging popular for beauty and personal care products in thailand

**Content removed from sample**

**Content removed from sample**

Hdpe bottles the main pack type in surface care

**Content removed from sample**

## PACKAGING LEGISLATION

New legislation for food-contact plastics

**Content removed from sample**

## RECYCLING AND THE ENVIRONMENT

Singha at the forefront of sustainable packaging and waste management in thailand

**Content removed from sample**

**Content removed from sample**