Health and Wellness in Thailand

January 2026

Table of Contents

WHAT'S NEXT

Sugar reduction reshapes innovation and pricing strategies

Mineral water relies on emotional branding and differentiation

Natural claims converge with functional and plant-based hydration

CATEGORY DATA

COUNTRY REPORTS DISCLAIMER

HW Snacks in Thailand

KEY DATA FINDINGS

2024 DEVELOPMENTS

Better for you snacking expands beyond niche audiences

INDUSTRY PERFORMANCE

Better for you positioning strengthens across savoury snacks and treats

Natural cues remain relevant through ingredient simplicity and snack credibility

No sugar claims gain momentum as sugar reduction becomes habitual

WHAT'S NEXT

Permissible indulgence and functional snacking shape future innovation

Clean label expectations reinforce natural as a supporting claim

No sugar remains central in confectionery as reformulation and variety expand

CATEGORY DATA

COUNTRY REPORTS DISCLAIMER

HW Dairy Products and Alternatives in Thailand

KEY DATA FINDINGS

2024 DEVELOPMENTS

Functional nutrition reshapes everyday dairy consumption

INDUSTRY PERFORMANCE

Functional fortification becomes a core growth driver

Mineral enrichment supports bone and overall health positioning

Vitamin-fortified dairy maintains broad consumer appeal

WHAT'S NEXT

Premiumisation and functional benefits shape future demand

Mineral fortification remains a long-term health priority

Vitamin-enriched dairy aligns with preventive wellness trends

CATEGORY DATA

Table 28 - Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2020-2024

Table 29 - Sales of Dairy Products and Alternatives by Health and Wellness Type: % Value Growth 2020-2024

Table 30 - Company Shares of Organic Dairy Products and Alternatives (Biggest HW Type in Global Dairy Products and Alternatives): % Value 2020-2024

Table 31 - Company Shares of Good Source of Minerals Dairy Products and Alternatives (2nd Biggest HW Type in Global Dairy Products and Alternatives): % V

Table 32 - Company Shares of Gluten Free Dairy Products and Alternatives (3rd Biggest HW Type in Global Dairy Products and Alternatives): % Value 2020-20

Table 33 - Company Shares of Lactose Free Dairy Products and Alternatives (4th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2020-2

Table 34 - Company Shares of Low Fat Dairy Products and Alternatives (5th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2020-2024

Table 35 - Forecast Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2024-2029

Table 36 - Forecast Sales of Dairy Products and Alternatives by Health and Wellness Type: % Value Growth 2024-2029

COUNTRY REPORTS DISCLAIMER

HW Cooking Ingredients and Meals in Thailand

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

Table 37 - Sales of Cooking Ingredients and Meals by Health and Wellness Type: Value 2020-2024

Table 38 - Sales of Cooking Ingredients and Meals by Health and Wellness Type: % Value Growth 2020-2024

Table 39 - Company Shares of Organic Cooking Ingredients and Meals (Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2020-2024

Table 40 - Company Shares of Gluten Free Cooking Ingredients and Meals (2nd Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2020-2024

Table 41 - Company Shares of Vegetarian Cooking Ingredients and Meals (3rd Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2020-2024

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/health-and-wellness-in-thailand/report.