



**Euromonitor
International**

Baked Goods in Thailand

February 2026

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[Baked Goods in Thailand - Category analysis](#)

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2025 DEVELOPMENTS

Rising prices shift dessert occasions into retail

INDUSTRY PERFORMANCE

Cakes and packaged bread gain ground as alternatives to foodservice desserts

Pastries drives overall growth

WHAT'S NEXT?

Convenience trend to benefit RTE packaged baked goods

Organic and natural demand set to accelerate

Matcha variants will become more prevalent in baked goods items

COMPETITIVE LANDSCAPE

President Bakery maintains leadership through response to current preferences

Leading player invests in indulgence-based innovation

CHANNELS

Small local grocers and food specialists lead distribution in 2025

Convenience channel enjoys expansion

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Staple foods benefits from home-cooking trend

Health and wellness continues to have strong impact on development

WHAT'S NEXT?

Affordability as key growth driver

Health and wellness trends set to accelerate and expand

Premiumisation and innovative flavours will shape progress

COMPETITIVE LANDSCAPE

Thai President Foods maintains overall leadership in 2025

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Proximity and favourable prices support growth in convenience channel

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