



Rice, Pasta and Noodles in Thailand

February 2026

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2025 DEVELOPMENTS

Home cooking supports staples demand amid cost pressures

INDUSTRY PERFORMANCE

Category products benefit from affordability and staple status

Pasta rises fastest, while rice remains key carb for Thais

WHAT'S NEXT?

Rice will continue to benefit from every-day consumptions, with pasta attracting rising interest

Players promote through health-related events

Rice to gain more premium positioning through focus on diverse flavours

COMPETITIVE LANDSCAPE

Mama leads brands with continuous innovation

Mama engages brand ambassadors to connect with younger consumers

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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

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Thai President Foods maintains overall leadership in 2025

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