



Euromonitor
International

Processed Fruit and Vegetables in Thailand

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Processed Fruit and Vegetables in Thailand - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Convenience-led formats support steady progress

INDUSTRY PERFORMANCE

Shelf stable fruit favoured for home cooking

Frozen processed potatoes prove popular thanks to convenience

WHAT'S NEXT?

Home cooking trend to fuel further strong growth for frozen vegetables and potatoes

Rising interest in frozen variants driven by increased health awareness

Sustainability efforts set to increase as environmental concerns accelerate

COMPETITIVE LANDSCAPE

Leading player builds strength through focus on consumer connection

Rising living costs support private label growth

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Hypermarkets and supermarkets lead distribution

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Health and wellness continues to have strong impact on development

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Health and wellness trends set to accelerate and expand

Premiumisation and innovative flavours will shape progress

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