



Euromonitor
International

Processed Fruit and Vegetables Packaging in Thailand

September 2025

KEY DATA FINDINGS

2024 DEVELOPMENTS

Convenience and extended shelf life drive growth in processed fruit and vegetable packaging
Hybrid PCR-cellulose pouches introduced in processed fruit and vegetable packaging in Thailand
Convenience, health trends and sustainable packaging reshaping processed fruit and vegetables in Thailand

PROSPECTS AND OPPORTUNITIES

Thai processed fruit and vegetable packaging volumes expected to grow
PET jars will continue to be most dynamic in processed fruit and vegetables

DISCLAIMER

Processed Fruit and Vegetables Packaging in Thailand - Company Profiles

Packaging Industry in Thailand - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2024: The big picture
2024 key trends
Thailand's food packaging market embraces green solutions and practical formats
Sustainability drives rPET and paper-based packaging innovation in non-alcoholic drinks
Thailand's alcoholic drinks packaging evolves with sustainability and convenience
Sustainability and flexible formats drive beauty and personal care packaging
Thailand's home care packaging is being driven by affordability and innovation
Lightweight, cost-effective solutions gain traction in pet food packaging

PACKAGING LEGISLATION

Thailand introduces stricter rules on alcohol packaging size and labelling
Thailand drafts law for sustainable packaging and EPR compliance

RECYCLING AND THE ENVIRONMENT

Thailand's binding EPR law to transform packaging recovery and recycling
Thailand's Plastic Waste Management Roadmap
Table 1 - Overview of Packaging Recycling and Recovery in Thailand: 2022/2023 and Targets for 2024

DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/processed-fruit-and-vegetables-packaging-in-thailand/report.