



Euromonitor
International

Cooking Ingredients and Meals in Laos

November 2025

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EXECUTIVE SUMMARY

Moderate growth of cooking ingredients and meals supported by urbanisation and rising convenience trend

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Leading brands maintain strong equity though price sensitivity encourages demand for smaller pack sizes

Regional players focus on health and wellness through lower priced smaller pack sizes

Developments in packaging and format innovation in response to consumer demand for convenience and portion control

WHAT'S NEXT?

Sales growth of cooking ingredients and meals is supported by population growth, foodservice expansion and changing consumer preferences

Innovations increasingly encompass budget-friendly pack sizes and localised flavours

Industry players invest further in collaborations with local influencers and digital engagement

COMPETITIVE LANDSCAPE

Thanakorn Vegetable Oil Products Co Ltd leads with its popular Cook brand in edible oils

Unilever achieves rapid growth thanks to the popularity of its Knorr brand

CHANNELS

Small local grocers remains dominant for cooking ingredients and meals

Supermarkets registers the strongest growth

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DISCLAIMER

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2025 Developments

Sales of edible oils shaped by economic uncertainty and consumer price sensitivity

Industry Performance

Edible oils remains a small category due to local cooking traditions

Growing consumption of edible oils in urban areas

What's Next?

Ongoing economic pressures stimulate some downtrading among consumers

Brands endeavour to balance affordability, convenience and evolving consumer preferences

Health and wellness increasingly influences consumer product choices

Competitive Landscape

Thanakorn Vegetable Oil Products Co retains its lead in edible oils

Unilever is set to see the fastest growth in 2025 with its Best Food brand

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Meals and soups remains a highly niche category

Industry Performance

Sales of meals and soups remain negligible in 2025

Despite its niche status, the category is developing in terms of brands and distribution

What's Next?

Steady forecast period growth thanks to growing demand for convenience, though the category remains niche

Health and wellness increasingly characterises meals and soups

Sustainability efforts encourage industry players to change their packaging

Competitive Landscape

Unilever leads with its Knorr brand

Surapon Foods Public Company Limited achieves the fastest growth with its eponymous brand

Channels

Modern grocery retailers remain the leading channels for meals and soups

Convenience stores achieves the fastest growth thanks to rapid expansion across the country

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Industry Performance

Urbanisation and growing demand for time-saving products boost category sales

Consumer demand for traditional spicy and savoury flavours characterises herbs and spices and sauces

What's Next?

Modest forecast period growth of sauces, dips and condiments

Growing awareness of health and wellness restrained by need for affordability
Rise in product innovation and wider availability of traditional Lao condiments seen in retail stores
Competitive Landscape
Nestlé SA with its Maggi brand leads in sauces, dips and condiments
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Channels

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Industry Performance

Niche category with sales growth most apparent in urban centres

Jams and preserves and honey epitomise sweet spreads in Laos

What's Next?

Gradual forecast period growth of sweet spreads thanks to changing breakfast habits

Health and wellness concerns play a growing role in sweet spreads

Sweet spreads gains traction in consumer foodservice

Competitive Landscape

Unilever Services (Lao) Sole Co Ltd retains its strong lead in sweet spreads with its Best Foods brand

Ferrero & related parties records the strongest growth due to the popularity of Nutella

Channels

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