



Euromonitor  
International

# Cooking Ingredients and Meals in Thailand

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## Cooking Ingredients and Meals in Thailand

### EXECUTIVE SUMMARY

Home cooking and value-seeking reshape demand in 2025

### KEY DATA FINDINGS

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Affordability as central concern for Thai consumers in 2025

Convenience trend supports sales of ready meals and recipe sauces

Prevailing health and wellness trends remain highly impactful

#### WHAT'S NEXT?

Forecast period to see further growth driven by convenient and affordable formats

Players likely to focus on differentiation and health positioning

Input costs and inflationary pressure remain challenges

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## WHAT'S NEXT?

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Functionality-based innovation anticipated for nut and seed based spreads

Brands likely to strengthen emotional connection with consumer base

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