



**Euromonitor
International**

Processed Meat, Seafood and Alternatives To Meat in Thailand

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KEY DATA FINDINGS

2025 DEVELOPMENTS

At-home eating drives demand for convenient proteins

INDUSTRY PERFORMANCE

Meat and seafood substitutes outpaces overall category growth in 2025

Consumers remain highly cost conscious

WHAT'S NEXT?

Thai consumers will continue to seek out value-for-money options

Health trends undermine demand for shelf stable variants

Meat and seafood substitutes will benefit from investment in innovation

COMPETITIVE LANDSCAPE

Charoen Pokphand leads through CP easy-to-prepare formats

Leading player expands through strategic marketing

CHANNELS

Hypermarkets channel continues to dominate thanks to broad range and regular promotions

Small local grocers sees strong growth as consumers shift to neighbourhood stores

CATEGORY DATA

Table 1 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2020-2025

Table 2 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2020-2025

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Staple Foods in Thailand - Industry Overview

EXECUTIVE SUMMARY

Cost pressures reshape staple food spending

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

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

COMPETITIVE LANDSCAPE

Thai President Foods maintains overall leadership in 2025
Private label expands as living cost rise

CHANNELS

Modern trade dominates distribution
Proximity and favourable prices support growth in convenience channel

MARKET DATA

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/processed-meat-seafood-and-alternatives-to-meat-in-thailand/report.