



HW Staple Foods in Thailand

January 2026

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Health-driven upgrades reshape everyday staples

INDUSTRY PERFORMANCE

Health-conscious reformulation supports staple food demand
Organic staples gain traction, led by rice
Natural positioning strengthens through whole grains and low GI awareness

WHAT'S NEXT

Functional value and premium health attributes shape future growth
Organic remains niche but supported by health awareness
Natural claims evolve alongside fibre and sugar reduction

CATEGORY DATA

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Health and Wellness in Thailand - Industry Overview

EXECUTIVE SUMMARY

Health-driven moderation reshapes everyday consumption

INDUSTRY PERFORMANCE

Sugar reduction becomes a structural health priority
Functional nutrition supports premiumisation across categories
Natural and clean-label cues reinforce trust and reassurance

WHAT'S NEXT

Health-driven innovation becomes more sophisticated and integrated

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