



**Euromonitor
International**

HW Cooking Ingredients and Meals in Thailand

January 2026

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Health-driven reformulation reshapes convenience-led categories

INDUSTRY PERFORMANCE

Health-led innovation balances nutrition, convenience and affordability
Natural positioning gains relevance through cleaner labels and reduced salt
Vegetarian and plant-based claims expand across everyday cooking

WHAT'S NEXT

Personalised nutrition and plant-based eating drive future growth
Natural claims supported by transparency and sodium reduction
Vegetarian options normalise across cooking ingredients and meals

CATEGORY DATA

- Table 1 - Sales of Cooking Ingredients and Meals by Health and Wellness Type: Value 2020-2024
- Table 2 - Sales of Cooking Ingredients and Meals by Health and Wellness Type: % Value Growth 2020-2024
- Table 3 - Company Shares of Organic Cooking Ingredients and Meals (Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2020-2024
- Table 4 - Company Shares of Gluten Free Cooking Ingredients and Meals (2nd Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2020-2024
- Table 5 - Company Shares of Vegetarian Cooking Ingredients and Meals (3rd Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2020-2024
- Table 6 - Company Shares of Vegan Cooking Ingredients and Meals (4th Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2020-2024
- Table 7 - Company Shares of Natural Cooking Ingredients and Meals (5th Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2020-2024
- Table 8 - Forecast Sales of Cooking Ingredients and Meals by Health and Wellness Type: Value 2024-2029
- Table 9 - Forecast Sales of Cooking Ingredients and Meals by Health and Wellness Type: % Value Growth 2024-2029

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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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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/hw-cooking-ingredients-and-meals-in-thailand/report.