

## **Staple Foods in Thailand**

Market Direction | 2022-11-23 | 67 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €1750.00
- Multiple User License (1 Site) €3500.00
- Multiple User License (Global) €5250.00

### **Report description:**

During the lockdown periods of the COVID-19 pandemic, consumers in Thailand stocked up on many staple foods and shelf stable foods, thus boosting retail sales during this time. However, following the end of pandemic restrictions and the reopening of foodservice, retail sales declined in turn. That said, sales are once again better-supported in 2022, due to a balance of normalcy resuming in consumers lives and busier, out-of-home lifestyles demanding convenience. Foodservice is also being support...

Euromonitor International's Staple Foods in Thailand report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2017-2021, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in <|Year|> directly informs our forecasts to 2026, clearly indicating how the market is expected to change.

Product coverage: Baked Goods, Breakfast Cereals, Processed Fruit and Vegetables, Processed Meat, Seafood and Alternatives to Meat, Rice, Pasta and Noodles.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Staple Foods market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

reliable information resources to help drive informed strategic planning.

## **Table of Contents:**

Staple Foods in Thailand  
Euromonitor International  
November 2022

List Of Contents And Tables

### **STAPLE FOODS IN THAILAND**

#### **EXECUTIVE SUMMARY**

Staple foods in 2022: The big picture

Key trends in 2022

Competitive landscape

Channel developments

What next for staple foods?

#### **MARKET DATA**

Table 1 Sales of Staple Foods by Category: Volume 2017-2022

Table 2 Sales of Staple Foods by Category: Value 2017-2022

Table 3 Sales of Staple Foods by Category: % Volume Growth 2017-2022

Table 4 Sales of Staple Foods by Category: % Value Growth 2017-2022

Table 5 NBO Company Shares of Staple Foods: % Value 2018-2022

Table 6 LBN Brand Shares of Staple Foods: % Value 2019-2022

Table 7 Penetration of Private Label by Category: % Value 2017-2022

Table 8 Distribution of Staple Foods by Format: % Value 2017-2022

Table 9 Forecast Sales of Staple Foods by Category: Volume 2022-2027

Table 10 □Forecast Sales of Staple Foods by Category: Value 2022-2027

Table 11 □Forecast Sales of Staple Foods by Category: % Volume Growth 2022-2027

Table 12 □Forecast Sales of Staple Foods by Category: % Value Growth 2022-2027

#### **DISCLAIMER**

#### **SOURCES**

Summary 1 Research Sources

### **BAKED GOODS IN THAILAND**

#### **KEY DATA FINDINGS**

#### **2022 DEVELOPMENTS**

Baked goods players face skyrocketing production costs, due to compounded situation

Changes in consumption patterns appear in a post-pandemic landscape

President Bakery maintains overall lead and top place in bread, whilst brand Le Pan benefits from the reopening of chain stores

#### **PROSPECTS AND OPPORTUNITIES**

Owned-outlet brands gain popularity in 2022 and look set to rebound strongly

Indulgence trends set to drive developments over the forecast period

Healthier options to gain momentum in post-pandemic Thailand

#### **CATEGORY DATA**

Table 13 Sales of Baked Goods by Category: Volume 2017-2022

Table 14 Sales of Baked Goods by Category: Value 2017-2022

Table 15 Sales of Baked Goods by Category: % Volume Growth 2017-2022

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Table 16 Sales of Baked Goods by Category: % Value Growth 2017-2022

Table 17 NBO Company Shares of Baked Goods: % Value 2018-2022

Table 18 LBN Brand Shares of Baked Goods: % Value 2019-2022

Table 19 Distribution of Baked Goods by Format: % Value 2017-2022

Table 20 Forecast Sales of Baked Goods by Category: Volume 2022-2027

Table 21 Forecast Sales of Baked Goods by Category: Value 2022-2027

Table 22 □Forecast Sales of Baked Goods by Category: % Volume Growth 2022-2027

Table 23 □Forecast Sales of Baked Goods by Category: % Value Growth 2022-2027

## BREAKFAST CEREALS IN THAILAND

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Sales in breakfast cereals supported by a return to busy out-of-home lifestyles and children returning to school

Health and wellness trends boost demand for healthier options

Nestle maintains top place, with health and wellness trends driving innovations and sales

### PROSPECTS AND OPPORTUNITIES

Domestic brands lead muesli and granola, with active product developments and strong promotions

Second-placed local player in children's breakfast cereals gains shares, thanks to understanding local consumers and offering cheaper prices

Different players target different consumer audiences, from local to global

### CATEGORY DATA

Table 24 Sales of Breakfast Cereals by Category: Volume 2017-2022

Table 25 Sales of Breakfast Cereals by Category: Value 2017-2022

Table 26 Sales of Breakfast Cereals by Category: % Volume Growth 2017-2022

Table 27 Sales of Breakfast Cereals by Category: % Value Growth 2017-2022

Table 28 NBO Company Shares of Breakfast Cereals: % Value 2018-2022

Table 29 LBN Brand Shares of Breakfast Cereals: % Value 2019-2022

Table 30 Distribution of Breakfast Cereals by Format: % Value 2017-2022

Table 31 Forecast Sales of Breakfast Cereals by Category: Volume 2022-2027

Table 32 Forecast Sales of Breakfast Cereals by Category: Value 2022-2027

Table 33 □Forecast Sales of Breakfast Cereals by Category: % Volume Growth 2022-2027

Table 34 □Forecast Sales of Breakfast Cereals by Category: % Value Growth 2022-2027

## PROCESSED MEAT, SEAFOOD AND ALTERNATIVES TO MEAT IN THAILAND

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Overall prices surge due to geopolitical unrest, a rise of global production costs, and a lower volume of pig farming

Plant-based innovations provide opportunities for players to diversify into healthier options

Volume sales in shelf-stable seafood return to pre-pandemic trends, following the stockpiling spikes seen during the pandemic

### PROSPECTS AND OPPORTUNITIES

Low- and no-sodium variants become a key point of innovation in shelf stable seafood

Ongoing innovations expected in plant-based meat over the forecast period

Domestic leader Charoen Pokphand Foods will continue to set the pace in developments, thanks to its myriad strengths

### CATEGORY DATA

Table 35 Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2017-2022

Table 36 Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2017-2022

Table 37 Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Volume Growth 2017-2022

Table 38 Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Value Growth 2017-2022

Table 39 Sales of Shelf Stable Processed Red Meat by Type: % Volume Breakdown 2017-2022

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 40 Sales of Chilled Processed Red Meat by Type: % Volume Breakdown 2017-2022  
 Table 41 Sales of Frozen Processed Red Meat by Type: % Volume Breakdown 2017-2022  
 Table 42 Sales of Frozen Processed Poultry by Type: % Value Breakdown 2017-2022  
 Table 43 Sales of Frozen Processed Seafood by Type: % Value Breakdown 2017-2022  
 Table 44 □NBO Company Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2018-2022  
 Table 45 □LBN Brand Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2019-2022  
 Table 46 □Distribution of Processed Meat, Seafood and Alternatives to Meat by Format: % Value 2017-2022  
 Table 47 □Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2022-2027  
 Table 48 □Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2022-2027

## PROCESSED FRUIT AND VEGETABLES IN THAILAND

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Price surges caused by global inflation and hikes in logistics costs  
 Reopening of foodservice and outlets to purchase fresh products places additional downwards pressure on retail sales of processed variants

Domestic players gain more advantages in shelf-stable fruits

#### PROSPECTS AND OPPORTUNITIES

Local companies will continue to lead, thanks to strong production and promotional efforts  
 Shelf stable beans remain niche, whilst corn benefits from being used as an ingredient in a wide range of dishes  
 Fresh alternatives represent growing competition as health awareness increases

### CATEGORY DATA

Table 49 Sales of Processed Fruit and Vegetables by Category: Volume 2017-2022  
 Table 50 Sales of Processed Fruit and Vegetables by Category: Value 2017-2022  
 Table 51 Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2017-2022  
 Table 52 Sales of Processed Fruit and Vegetables by Category: % Value Growth 2017-2022  
 Table 53 Sales of Frozen Processed Vegetables by Type: % Value Breakdown 2017-2022  
 Table 54 NBO Company Shares of Processed Fruit and Vegetables: % Value 2018-2022  
 Table 55 LBN Brand Shares of Processed Fruit and Vegetables: % Value 2019-2022  
 Table 56 Distribution of Processed Fruit and Vegetables by Format: % Value 2017-2022  
 Table 57 Forecast Sales of Processed Fruit and Vegetables by Category: Volume 2022-2027  
 Table 58 □Forecast Sales of Processed Fruit and Vegetables by Category: Value 2022-2027  
 Table 59 □Forecast Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2022-2027  
 Table 60 □Forecast Sales of Processed Fruit and Vegetables by Category: % Value Growth 2022-2027

## RICE, PASTA AND NOODLES IN THAILAND

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Price surges in rice caused by supplies issues in addition to geopolitical unrest and global inflation  
 Instant noodles see price hikes - despite the government's ban  
 Recovery in travel and tourism helps to boost sales through foodservice

#### PROSPECTS AND OPPORTUNITIES

Mama brand enjoys greater margins from new products, to help balance its profit and loss  
 Rebranded Lotus's comes with new brand image and growth opportunities  
 Clear audience targets are set by international and domestic players alike

### CATEGORY DATA

Table 61 Sales of Rice, Pasta and Noodles by Category: Volume 2017-2022  
 Table 62 Sales of Rice, Pasta and Noodles by Category: Value 2017-2022  
 Table 63 Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2017-2022

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 64 Sales of Rice, Pasta and Noodles by Category: % Value Growth 2017-2022

Table 65 Sales of Instant Noodles by Leading Flavours: Rankings 2017-2022

Table 66 NBO Company Shares of Rice, Pasta and Noodles: % Value 2018-2022

Table 67 LBN Brand Shares of Rice, Pasta and Noodles: % Value 2019-2022

Table 68 NBO Company Shares of Rice: % Value 2018-2022

Table 69 LBN Brand Shares of Rice: % Value 2019-2022

Table 70 □NBO Company Shares of Pasta: % Value 2018-2022

Table 71 □LBN Brand Shares of Pasta: % Value 2019-2022

Table 72 □NBO Company Shares of Noodles: % Value 2018-2022

Table 73 □LBN Brand Shares of Noodles: % Value 2019-2022

Table 74 □Distribution of Rice, Pasta and Noodles by Format: % Value 2017-2022

Table 75 □Distribution of Rice by Format: % Value 2017-2022

Table 76 □Distribution of Pasta by Format: % Value 2017-2022

Table 77 □Distribution of Noodles by Format: % Value 2017-2022

Table 78 □Forecast Sales of Rice, Pasta and Noodles by Category: Volume 2022-2027

Table 79 □Forecast Sales of Rice, Pasta and Noodles by Category: Value 2022-2027

Table 80 □Forecast Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2022-2027

Table 81 □Forecast Sales of Rice, Pasta and Noodles by Category: % Value Growth 2022-2027

## Staple Foods in Thailand

Market Direction | 2022-11-23 | 67 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single User Licence	€1750.00
	Multiple User License (1 Site)	€3500.00
	Multiple User License (Global)	€5250.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-05-06"/>
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com