

## **Ready Meals Packaging in Thailand**

Market Direction | 2022-08-18 | 8 pages | Euromonitor

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### **Report description:**

With many consumers spending more time at home due to the pandemic, the home cooking trend was bolstered in 2020. This led to a decline in ready meals packaging volumes in 2019-2020 as more people cooked from scratch. In 2021, the home cooking trend somewhat subsided, as restrictions eased, and consumers returned to busier lifestyles. Some consumers, even if they remained at home more often than they did pre-pandemic, started turning to ready meals as their interest in cooking subsided. As such,...

Euromonitor International's Ready Meals Packaging in Thailand report offers insight into key trends and developments driving packaging across the category. The report also examines trends and prospect for various pack types and closures: metal packaging, rigid plastic, glass, liquid cartons, paper-based containers; flexible packaging.

Product coverage: Chilled Lunch Kits, Chilled Pizza, Chilled Ready Meals, Dinner Mixes, Dried Ready Meals, Frozen Pizza, Frozen Ready Meals, Prepared Salads, Shelf Stable Ready Meals.

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

Why buy this report?

- \* Get a detailed picture of the Ready Meals Packaging 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.

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READY MEALS PACKAGING IN THAILAND

KEY DATA FINDINGS

2021 DEVELOPMENTS

Return to growth in packaging volumes as consumers spend less time at home

Consumers seek out ready meals with long storage, benefiting plastic pouches in shelf stable ready meals

Flexible aluminium/paper suffers from lack of full recovery for dried ready meals

PROSPECTS AND OPPORTUNITIES

Frozen and chilled ready meals packaging set to drive growth

Lack of potential for folding cartons in frozen pizza, but potential for stand-up pouches in shelf stable ready meals

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