

Staple Foods in Thailand

Market Direction | 2023-12-07 | 65 pages | Euromonitor

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Report description:

Staple foods in Thailand is seeing an overall positive performance, in both value and volume terms. That said, the category continues to be affected by inflationary pressures which are pushing up prices, alongside the cost-of-living crisis which is suppressing consumers' disposable incomes.

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 2018-2022, 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 2027, 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.

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Table of Contents:

Staple Foods in Thailand
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List Of Contents And Tables

STAPLE FOODS IN THAILAND

EXECUTIVE SUMMARY

Staple foods in 2023: The big picture

Key trends in 2023

Competitive landscape

Channel developments

What next for staple foods?

MARKET DATA

Table 1 Sales of Staple Foods by Category: Volume 2018-2023

Table 2 Sales of Staple Foods by Category: Value 2018-2023

Table 3 Sales of Staple Foods by Category: % Volume Growth 2018-2023

Table 4 Sales of Staple Foods by Category: % Value Growth 2018-2023

Table 5 NBO Company Shares of Staple Foods: % Value 2019-2023

Table 6 LBN Brand Shares of Staple Foods: % Value 2020-2023

Table 7 Penetration of Private Label by Category: % Value 2018-2023

Table 8 Distribution of Staple Foods by Format: % Value 2018-2023

Table 9 Forecast Sales of Staple Foods by Category: Volume 2023-2028

Table 10 □Forecast Sales of Staple Foods by Category: Value 2023-2028

Table 11 □Forecast Sales of Staple Foods by Category: % Volume Growth 2023-2028

Table 12 □Forecast Sales of Staple Foods by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 Research Sources

BAKED GOODS IN THAILAND

KEY DATA FINDINGS

2023 DEVELOPMENTS

The rebound of tourism and foodservice heralds new opportunities for baked goods

Increasing raw material costs push up unit prices, as players seek to create stability for consumers

Farmhouse maintains its lead thanks to myriad strengths over its competitors

PROSPECTS AND OPPORTUNITIES

Booming cafe culture and product innovation set to support demand

Health and wellness trends set to inspire "healthier" baked goods

Farmhouse set to maintain its lead, with new marketing efforts also seen in the "Metaverse"

CATEGORY DATA

Table 13 Sales of Baked Goods by Category: Volume 2018-2023

Table 14 Sales of Baked Goods by Category: Value 2018-2023

Table 15 Sales of Baked Goods by Category: % Volume Growth 2018-2023

Table 16 Sales of Baked Goods by Category: % Value Growth 2018-2023

Table 17 Sales of Pastries by Type: % Value 2018-2023

Table 18 NBO Company Shares of Baked Goods: % Value 2019-2023

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Table 19 LBN Brand Shares of Baked Goods: % Value 2020-2023

Table 20 Distribution of Baked Goods by Format: % Value 2018-2023

Table 21 Forecast Sales of Baked Goods by Category: Volume 2023-2028

Table 22 □Forecast Sales of Baked Goods by Category: Value 2023-2028

Table 23 □Forecast Sales of Baked Goods by Category: % Volume Growth 2023-2028

Table 24 □Forecast Sales of Baked Goods by Category: % Value Growth 2023-2028

BREAKFAST CEREALS IN THAILAND

KEY DATA FINDINGS

2023 DEVELOPMENTS

Breakfast cereals maintain demand due to convenience and nutritional value

Children's breakfast cereals remains relevant, with co-branding efforts seen to boost product awareness

Private labels offerings set to emerge and attract attention, thanks to affordability

PROSPECTS AND OPPORTUNITIES

Health and wellness trends set to inspire ongoing developments in breakfast cereals

Single-serving portions in multipack formats remain popular in children's cereals

Local Diamond Grains stands out as a domestic brand topping muesli and granola

CATEGORY DATA

Table 25 Sales of Breakfast Cereals by Category: Volume 2018-2023

Table 26 Sales of Breakfast Cereals by Category: Value 2018-2023

Table 27 Sales of Breakfast Cereals by Category: % Volume Growth 2018-2023

Table 28 Sales of Breakfast Cereals by Category: % Value Growth 2018-2023

Table 29 NBO Company Shares of Breakfast Cereals: % Value 2019-2023

Table 30 LBN Brand Shares of Breakfast Cereals: % Value 2020-2023

Table 31 Distribution of Breakfast Cereals by Format: % Value 2018-2023

Table 32 Forecast Sales of Breakfast Cereals by Category: Volume 2023-2028

Table 33 Forecast Sales of Breakfast Cereals by Category: Value 2023-2028

Table 34 □Forecast Sales of Breakfast Cereals by Category: % Volume Growth 2023-2028

Table 35 □Forecast Sales of Breakfast Cereals by Category: % Value Growth 2023-2028

PROCESSED MEAT, SEAFOOD AND ALTERNATIVES TO MEAT IN THAILAND

KEY DATA FINDINGS

2023 DEVELOPMENTS

Processed meat, seafood, and alternatives to meat continues to benefit from lower prices than compared to fresh variants

Tofu maintains its relevance, due to being an essential ingredient in Thai cuisine

Processed seafood strategies shift, as players concentrate on cross-category options

PROSPECTS AND OPPORTUNITIES

New product developments needed to further pique consumer interest

Meat and seafood substitutes continue to see more product innovations

Healthy trends set to inspire more widespread developments, with clean label S-Pure brand leading the charge

CATEGORY DATA

Table 36 Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2018-2023

Table 37 Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2018-2023

Table 38 Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Volume Growth 2018-2023

Table 39 Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Value Growth 2018-2023

Table 40 Sales of Shelf Stable Processed Red Meat by Type: % Volume Breakdown 2018-2023

Table 41 Sales of Chilled Processed Red Meat by Type: % Volume Breakdown 2018-2023

Table 42 Sales of Frozen Processed Red Meat by Type: % Volume Breakdown 2018-2023

Table 43 Sales of Frozen Processed Poultry by Type: % Value Breakdown 2018-2023

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Table 44 Sales of Frozen Processed Seafood by Type: % Value Breakdown 2018-2023

Table 45 NBO Company Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2019-2023

Table 46 LBN Brand Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2020-2023

Table 47 Distribution of Processed Meat, Seafood and Alternatives to Meat by Format: % Value 2018-2023

Table 48 Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2023-2028

Table 49 Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2023-2028

PROCESSED FRUIT AND VEGETABLES IN THAILAND

KEY DATA FINDINGS

2023 DEVELOPMENTS

The return of tourism helps to boost sales as domestic demand is low

Private label attracts attention from foreigners due to global brand names

Domestic players utilise online channels and social media to boost sales

PROSPECTS AND OPPORTUNITIES

Local players expected to maintain their lead in processed fruit, thanks to high domestic production

Health trends cast a light on the sugar content in processed fruit

Processed vegetables expected to remain niche due to low local demand

CATEGORY DATA

Table 50 Sales of Processed Fruit and Vegetables by Category: Volume 2018-2023

Table 51 Sales of Processed Fruit and Vegetables by Category: Value 2018-2023

Table 52 Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2018-2023

Table 53 Sales of Processed Fruit and Vegetables by Category: % Value Growth 2018-2023

Table 54 Sales of Frozen Processed Vegetables by Type: % Value Breakdown 2018-2023

Table 55 NBO Company Shares of Processed Fruit and Vegetables: % Value 2019-2023

Table 56 LBN Brand Shares of Processed Fruit and Vegetables: % Value 2020-2023

Table 57 Distribution of Processed Fruit and Vegetables by Format: % Value 2018-2023

Table 58 Forecast Sales of Processed Fruit and Vegetables by Category: Volume 2023-2028

Table 59 Forecast Sales of Processed Fruit and Vegetables by Category: Value 2023-2028

Table 60 Forecast Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2023-2028

Table 61 Forecast Sales of Processed Fruit and Vegetables by Category: % Value Growth 2023-2028

RICE, PASTA AND NOODLES IN THAILAND

KEY DATA FINDINGS

2023 DEVELOPMENTS

Sales of rice, pasta and noodles benefit from affordability and convenience

Flavour innovations continue to boost the appeal of instant noodles

Noodles finally receive government approval for price rises - albeit at a lower rate than players hoped

PROSPECTS AND OPPORTUNITIES

Poor weather conditions expected to decrease domestic rice production volume

Healthy trends expected to stimulate more product innovations in the future

Japanese cuisine continues to drive Japanese rice brands

CATEGORY DATA

Table 62 Sales of Rice, Pasta and Noodles by Category: Volume 2018-2023

Table 63 Sales of Rice, Pasta and Noodles by Category: Value 2018-2023

Table 64 Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2018-2023

Table 65 Sales of Rice, Pasta and Noodles by Category: % Value Growth 2018-2023

Table 66 Sales of Instant Noodles by Leading Flavours: Rankings 2018-2023

Table 67 NBO Company Shares of Rice, Pasta and Noodles: % Value 2019-2023

Table 68 LBN Brand Shares of Rice, Pasta and Noodles: % Value 2020-2023

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Table 69	NBO Company Shares of Rice: % Value 2019-2023
Table 70	LBN Brand Shares of Rice: % Value 2020-2023
Table 71	□NBO Company Shares of Pasta: % Value 2019-2023
Table 72	□LBN Brand Shares of Pasta: % Value 2020-2023
Table 73	□NBO Company Shares of Noodles: % Value 2019-2023
Table 74	□LBN Brand Shares of Noodles: % Value 2020-2023
Table 75	□Distribution of Rice, Pasta and Noodles by Format: % Value 2018-2023
Table 76	□Distribution of Rice by Format: % Value 2018-2023
Table 77	□Distribution of Pasta by Format: % Value 2018-2023
Table 78	□Distribution of Noodles by Format: % Value 2018-2023
Table 79	□Forecast Sales of Rice, Pasta and Noodles by Category: Volume 2023-2028
Table 80	□Forecast Sales of Rice, Pasta and Noodles by Category: Value 2023-2028
Table 81	□Forecast Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2023-2028
Table 82	□Forecast Sales of Rice, Pasta and Noodles by Category: % Value Growth 2023-2028

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