

Meals and Soups Packaging in Thailand

Market Direction | 2023-10-18 | 8 pages | Euromonitor

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Report description:

Although the pandemic put a temporary halt to the process in 2020 and 2021, dried ready meals have been gaining popularity in Thailand due to the country's increasingly fast-paced lifestyles and ongoing urbanisation. As more people work long hours and commute, there is growing demand for quick, convenient and portable meal options. Dried ready meals, often requiring minimal preparation, provide an efficient solution to meet the needs of busy individuals and families. They offer extended shelf li...

Euromonitor International's Meals and Soups 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: Food Kits, Pizza, Prepared Salads, Ready Meals, Soup.

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

Why buy this report?

- * Get a detailed picture of the Meals and Soups 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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MEALS AND SOUPS PACKAGING IN THAILAND

KEY DATA FINDINGS

2022 DEVELOPMENTS

Flexible aluminium/paper is mostly used for dried ready meals as it is convenient

Dry soup brands use pack types that help showcase product appeal

Folding cartons are used for frozen pizza, owing to their protective features

PROSPECTS AND OPPORTUNITIES

Strong growth for ready meals will boost demand for ready meal trays

Slow growth for folding cartons in frozen pizza, but plastic pouches will gain share in shelf stable ready meals

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