

HW Cooking Ingredients and Meals in Thailand

Market Direction | 2024-08-06 | 17 pages | Euromonitor

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Report description:

With health and wellness trends increasingly aligning with consumers' ethical considerations, many consumers are looking to reduce their consumption of meat and dairy products because of concerns about the environment and animal welfare, as well as health and wellness. As a result, health conscious consumers in Thailand are increasingly opting for plant-based cooking ingredients and meals. Indeed, the plant-based claim saw double-digit volume growth in cooking ingredients and meals in Thailand...

Euromonitor International's HW Cooking Ingredients and Meals in Thailand report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2019-2023, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: HW Cooking Ingredients and Meals by Type, HW Edible Oils, HW Meals and Soups, HW Sauces, Dips and Condiments, HW Sweet Spreads.

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

Why buy this report?

- * Get a detailed picture of the HW Cooking Ingredients and Meals 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

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HW COOKING INGREDIENTS AND MEALS IN THAILAND

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Plant-based trend creates new opportunities for brands in cooking ingredients and meals

Natural is the leading claim, as consumers aim to avoid unnecessary additives

Growing focus on sodium content

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Opportunities for low/no salt key innovation as Thailand aims to cut salt consumption by 30%

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HEALTH AND WELLNESS IN THAILAND

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Consumer weight trends

Consumer diet trends

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Blood pressure and cholesterol levels

Diabetes prevalence

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