

Meals and Soups Packaging in Thailand

Market Direction | 2024-07-11 | 8 pages | Euromonitor

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Report description:

In 2023, total meals and soups packaging volumes in Thailand saw a dynamic increase. Within soup, dry soup dominated packaging volumes, and maintained growth in 2023, although it should be noted that volumes failed to return to the pre-pandemic (2019) level, even though this was achieved in overall meals and soups packaging. Nevertheless, dry soups remain popular in Thailand, as instant soup mixes often incorporate a wide range of flavours, including traditional Thai favourites such as tom yum a...

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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KEY DATA FINDINGS

2023 DEVELOPMENTS

Flexible plastic gains popularity because of its protection capabilities in dry soup

Folding cartons gains traction for packaging frozen pizza

Flexible plastic gains share in frozen ready meals due to versatility and cost

PROSPECTS AND OPPORTUNITIES

Rising demand for meals and soups set to aid packaging volumes of ready meal trays

The 200g and 250g pack sizes to gain traction in meals and soups packaging

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