

Meals and Soups in Thailand

Market Direction | 2025-01-20 | 23 pages | Euromonitor

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Report description:

In 2024, retail volume and current value sales of meals and soups are expected to grow steadily in Thailand, driven primarily by the strong sales of chilled and frozen ready meals. This growth is being fuelled by the rising consumer demand for convenience, active product innovation, and greater shelf visibility across key channels such as convenience stores and hypermarkets. As the demand for quick and hassle-free dining options grows, these ready meals offer significant opportunities for growth...

Euromonitor International's Meals and Soups 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 2020-2024, 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 2029, clearly indicating how the market is expected to change.

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 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 online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Consumers demand convenient meal solutions and different culinary choices
Growing preference for healthier choices drives greater variety

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