

Meals and Soups in Thailand

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

AVAILABLE LICENSES:

- Single User Licence €995.00
- Multiple User License (1 Site) €1990.00
- Multiple User License (Global) €2985.00

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.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Meals and Soups in Thailand
Euromonitor International
January 2025

List Of Contents And Tables

MEALS AND SOUPS IN THAILAND

KEY DATA FINDINGS

2024 DEVELOPMENTS

Continued growth for ready meals despite consumers facing a higher cost of living

Consumers demand convenient meal solutions and different culinary choices

Growing preference for healthier choices drives greater variety

PROSPECTS AND OPPORTUNITIES

Product innovation will continue to drive growth in ready meals

Increasing competition expected within frozen ready meals in the forecast period

Brands set to leverage plant-based options and sustainability commitments to appeal to a wider consumer base

CATEGORY DATA

Table 1 Sales of Meals and Soups by Category: Volume 2019-2024

Table 2 Sales of Meals and Soups by Category: Value 2019-2024

Table 3 Sales of Meals and Soups by Category: % Volume Growth 2019-2024

Table 4 Sales of Meals and Soups by Category: % Value Growth 2019-2024

Table 5 Sales of Chilled Ready Meals by Ethnicity: % Value 2019-2024

Table 6 Sales of Frozen Ready Meals by Ethnicity: % Value 2019-2024

Table 7 Sales of Soup by Leading Flavours: Rankings 2019-2024

Table 8 NBO Company Shares of Meals and Soups: % Value 2020-2024

Table 9 LBN Brand Shares of Meals and Soups: % Value 2021-2024

Table 10 □ Distribution of Meals and Soups by Format: % Value 2019-2024

Table 11 □ Forecast Sales of Meals and Soups by Category: Volume 2024-2029

Table 12 □ Forecast Sales of Meals and Soups by Category: Value 2024-2029

Table 13 □ Forecast Sales of Meals and Soups by Category: % Volume Growth 2024-2029

Table 14 □ Forecast Sales of Meals and Soups by Category: % Value Growth 2024-2029

COOKING INGREDIENTS AND MEALS IN THAILAND

EXECUTIVE SUMMARY

Cooking ingredients and meals in 2024: The big picture

Key trends in 2024

Competitive landscape

Channel developments

What next for cooking ingredients and meals?

MARKET DATA

Table 15 Sales of Cooking Ingredients and Meals by Category: Volume 2019-2024

Table 16 Sales of Cooking Ingredients and Meals by Category: Value 2019-2024

Table 17 Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2019-2024

Table 18 Sales of Cooking Ingredients and Meals by Category: % Value Growth 2019-2024

Table 19 NBO Company Shares of Cooking Ingredients and Meals: % Value 2020-2024

Table 20 LBN Brand Shares of Cooking Ingredients and Meals: % Value 2021-2024

Table 21 Penetration of Private Label by Category: % Value 2019-2024

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 22 Distribution of Cooking Ingredients and Meals by Format: % Value 2019-2024

Table 23 Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2024-2029

Table 24 □Forecast Sales of Cooking Ingredients and Meals by Category: Value 2024-2029

Table 25 □Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2024-2029

Table 26 □Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 Research Sources

Meals and Soups in Thailand

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

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€995.00
	Multiple User License (1 Site)	€1990.00
	Multiple User License (Global)	€2985.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-05-10"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com