

# HW Cooking Ingredients and Meals in Thailand

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## Abstracts

Health-conscious consumers in Thailand are increasingly opting for plant-based cooking ingredients and meals, further driving the shift towards plant-based diets. Plant-based ready meals is an emerging niche in Thailand but perceived as a lighter and healthier convenient meal solution. This shift in consumer preference presents an opportunity for producers of cooking ingredients and meals to innovate and develop plant-based options to capture the growing demand. Within meals and soups, CP Group,...

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 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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Dairy free driven by rising concerns over health, environment and animal welfare

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HEALTH AND WELLNESS IN THAILAND

EXECUTIVE SUMMARY

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