



Rice, Pasta and Noodles in Thailand

December 2023

Table of Contents

Rice, Pasta and Noodles in Thailand - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Sales of rice, pasta and noodles benefit from affordability and convenience

Flavour innovations continue to boost the appeal of instant noodles

Noodles finally receive government approval for price rises – albeit at a lower rate than players hoped

PROSPECTS AND OPPORTUNITIES

Poor weather conditions expected to decrease domestic rice production volume

Healthy trends expected to stimulate more product innovations in the future

Japanese cuisine continues to drive Japanese rice brands

CATEGORY DATA

Table 1 - Sales of Rice, Pasta and Noodles by Category: Volume 2018-2023

Table 2 - Sales of Rice, Pasta and Noodles by Category: Value 2018-2023

Table 3 - Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2018-2023

Table 4 - Sales of Rice, Pasta and Noodles by Category: % Value Growth 2018-2023

Table 5 - Sales of Instant Noodles by Leading Flavours: Rankings 2018-2023

Table 6 - NBO Company Shares of Rice, Pasta and Noodles: % Value 2019-2023

Table 7 - LBN Brand Shares of Rice, Pasta and Noodles: % Value 2020-2023

Table 8 - NBO Company Shares of Rice: % Value 2019-2023

Table 9 - LBN Brand Shares of Rice: % Value 2020-2023

Table 10 - NBO Company Shares of Pasta: % Value 2019-2023

Table 11 - LBN Brand Shares of Pasta: % Value 2020-2023

Table 12 - NBO Company Shares of Noodles: % Value 2019-2023

Table 13 - LBN Brand Shares of Noodles: % Value 2020-2023

Table 14 - Distribution of Rice, Pasta and Noodles by Format: % Value 2018-2023

Table 15 - Distribution of Rice by Format: % Value 2018-2023

Table 16 - Distribution of Pasta by Format: % Value 2018-2023

Table 17 - Distribution of Noodles by Format: % Value 2018-2023

Table 18 - Forecast Sales of Rice, Pasta and Noodles by Category: Volume 2023-2028

Table 19 - Forecast Sales of Rice, Pasta and Noodles by Category: Value 2023-2028

Table 20 - Forecast Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2023-2028

Table 21 - Forecast Sales of Rice, Pasta and Noodles by Category: % Value Growth 2023-2028

Staple Foods in Thailand - Industry Overview

EXECUTIVE SUMMARY

Staple foods in 2023: The big picture

Key trends in 2023

Competitive landscape

Channel developments

What next for staple foods?

MARKET DATA

Table 22 - Sales of Staple Foods by Category: Volume 2018-2023

Table 23 - Sales of Staple Foods by Category: Value 2018-2023

Table 24 - Sales of Staple Foods by Category: % Volume Growth 2018-2023

Table 25 - Sales of Staple Foods by Category: % Value Growth 2018-2023

Table 26 - NBO Company Shares of Staple Foods: % Value 2019-2023

Table 27 - LBN Brand Shares of Staple Foods: % Value 2020-2023

Table 28 - Penetration of Private Label by Category: % Value 2018-2023

Table 29 - Distribution of Staple Foods by Format: % Value 2018-2023

Table 30 - Forecast Sales of Staple Foods by Category: Volume 2023-2028

Table 31 - Forecast Sales of Staple Foods by Category: Value 2023-2028

Table 32 - Forecast Sales of Staple Foods by Category: % Volume Growth 2023-2028

Table 33 - Forecast Sales of Staple Foods by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 - Research Sources

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