



**Euromonitor  
International**

# Processed Meat, Seafood and Alternatives To Meat in Thailand

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Table of Contents

## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Processed meat, seafood, and alternatives to meat continues to benefit from lower prices than compared to fresh variants

Tofu maintains its relevance, due to being an essential ingredient in Thai cuisine

Processed seafood strategies shift, as players concentrate on cross-category options

### PROSPECTS AND OPPORTUNITIES

New product developments needed to further pique consumer interest

Meat and seafood substitutes continue to see more product innovations

Healthy trends set to inspire more widespread developments, with clean label S-Pure brand leading the charge

### CATEGORY DATA

Table 1 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2018-2023

Table 2 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2018-2023

Table 3 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Volume Growth 2018-2023

Table 4 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Value Growth 2018-2023

Table 5 - Sales of Shelf Stable Processed Red Meat by Type: % Volume Breakdown 2018-2023

Table 6 - Sales of Chilled Processed Red Meat by Type: % Volume Breakdown 2018-2023

Table 7 - Sales of Frozen Processed Red Meat by Type: % Volume Breakdown 2018-2023

Table 8 - Sales of Frozen Processed Poultry by Type: % Value Breakdown 2018-2023

Table 9 - Sales of Frozen Processed Seafood by Type: % Value Breakdown 2018-2023

Table 10 - NBO Company Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2019-2023

Table 11 - LBN Brand Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2020-2023

Table 12 - Distribution of Processed Meat, Seafood and Alternatives to Meat by Format: % Value 2018-2023

Table 13 - Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2023-2028

Table 14 - Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 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 15 - Sales of Staple Foods by Category: Volume 2018-2023

Table 16 - Sales of Staple Foods by Category: Value 2018-2023

Table 17 - Sales of Staple Foods by Category: % Volume Growth 2018-2023

Table 18 - Sales of Staple Foods by Category: % Value Growth 2018-2023

Table 19 - NBO Company Shares of Staple Foods: % Value 2019-2023

Table 20 - LBN Brand Shares of Staple Foods: % Value 2020-2023

Table 21 - Penetration of Private Label by Category: % Value 2018-2023

Table 22 - Distribution of Staple Foods by Format: % Value 2018-2023

Table 23 - Forecast Sales of Staple Foods by Category: Volume 2023-2028

Table 24 - Forecast Sales of Staple Foods by Category: Value 2023-2028

Table 25 - Forecast Sales of Staple Foods by Category: % Volume Growth 2023-2028

Table 26 - Forecast Sales of Staple Foods by Category: % Value Growth 2023-2028

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## SOURCES

### Summary 1 - Research Sources

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