



# HW Cooking Ingredients and Meals in Thailand

January 2024

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### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Plant-based and natural trends create new opportunities for brands in cooking ingredients and meals

Natural is leading claim, as consumers aim to avoid unnecessary additives

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

#### PROSPECTS AND OPPORTUNITIES

Opportunities for low/no salt key innovation as Thailand aims to cut salt consumption by 30%

Ongoing popularity of natural claims will push players to innovate

Meat free offers strong growth potential in line with greater move away from animal-based cooking ingredients and meals

#### CATEGORY DATA

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### Health and Wellness in Thailand - Industry Overview

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Overview

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