PRESS RELEASE

GLOBAL READY MEALS MARKET TO REACH €18 BILLION BY 2028, TETRA PAK HIGHLIGHTS NEW GROWTH OPPORTUNITIES FOR THAI PRODUCERS WITH TETRA RECART

Changing at-home consumption habits are driving demand for convenient food, creating new opportunities for Thailand's ready meals and sauces sector. Tetra Pak showcases Tetra Recart®, an innovative packaging solution gaining traction among consumers worldwide.

Bangkok, Thailand, 24 November 2026 – Tetra Pak is highlighting opportunities for Thai food producers to develop convenient, shelf-stable ready meals and sauces for consumers in Thailand and international markets, responding to demand for convenience, value and easier meal preparation. Through its "Taste the Opportunity: Ready Meals Reimagined" food tour at its Customer Innovation Centre (CIC) in Bangkok, the company brings together international product examples in Tetra Recart® packaging to demonstrate how familiar recipes can be developed into shelf-stable food concepts for different eating occasions.

The event comes as changing eating habits continue to shape the market for ready meals and sauces. According to 2024 GlobalData research, 48% of consumers globally purchase ready meals, with more than half of these consumers eating them at least once a week[1]. The global ready meals market is projected to reach €18 billion by 2028, driven by growing demand for convenient, affordable, portion-controlled and healthier food options.

In Thailand, Euromonitor International reports that convenience, affordability and continued interest in home cooking are influencing demand for ready meals and recipe sauces[2]. These trends point to opportunities for Thai producers to develop products suited to different eating occasions, from convenient meals to sauces that make home cooking easier.

Beyond the domestic market, Thai producers can build on the country's culinary heritage and reputation as the "Kitchen of the World" by developing shelf-stable versions of familiar dishes and sauces for consumers overseas. This means adapting recipes, portion sizes and preparation formats to the preferences of each target market, while retaining the flavours that distinguish Thai cuisine. Tetra Recart provides a packaging format for producers to explore these opportunities across ready meals, sauces and recipe components.

At the "Taste the Opportunity: Ready Meals Reimagined" food tour, a variety of ready meals and sauces from Thailand, China, South Korea, Japan and Italy, including curries, soups, congee and pasta sauces packaged in Tetra Recart®, are showcased for tasting. The display also

[1] https://www.tetrapak.com/en-my/solutions/categories/food/ready-meals-ready-sauces
[2] Euromonitor International. *Cooking Ingredients and Meals in Thailand*, February 2026. https://www.euromonitor.com/cooking-ingredients-and-meals-in-thailand/report

demonstrates the convenience of the package, from easy opening and reclosing to storage and portability for meals enjoyed on the go or outdoors. For Thai producers, these examples illustrate how local recipes and ingredients can be adapted into shelf-stable products for domestic and international markets, while inspiring them to develop new offerings and expand existing ranges.

Supanat Ratanadib, Marketing Director, Tetra Pak (Thailand) Limited, said: “Different cuisines around the world can offer inspiration for how familiar ingredients and recipes can be turned into new food products. Thailand’s rich culinary heritage also gives food producers a strong foundation for innovation in ready meals and sauces. The opportunity is to build on that strength with products that fit the way consumers live and eat today, whether they need a convenient meal or a shortcut to preparing a familiar dish at home. This requires producers to consider the recipe, processing requirements and packaging together from the outset. By combining consumer insights with our food processing and packaging expertise, we help producers explore how the right product in the right package can create value for consumers and support their business ambitions locally and globally.”

Tetra Recart® is a retortable paper-based carton packaging solution for shelf-stable foods, designed to support a variety of recipes and food applications. Available in a range of sizes from 100ml to 500ml, it allows producers to tailor portion sizes and product formats to different consumer needs and market preferences. Formats such as Tetra Recart® 340 Midi and 100 Mini give producers options to match product quantities to different serving needs and usage occasions. This supports the development of ready meals, sauces and recipe components for domestic and international markets.

Beyond portion sizes, the carton format offers opportunities for brands to refresh product presentation and communicate clearly with consumers. Its flat panels provide space for ingredients, nutrition information, preparation guidance and the story behind the food, helping producers explain their products and how they fit into everyday meals.

To help producers turn these opportunities into new products, Tetra Pak combines consumer insights with food development and processing expertise to support local producers throughout the product development process. Its local facilities includes the Customer Innovation Centre (CIC) in Bangkok and its Product Development Centre (PDC) in Rayong. The PDC houses a Food Development Facility that supports recipe development and pilot-scale trials. Together, these capabilities help food businesses explore market opportunities, test formulation and align recipes, processing methods and packaging with the needs of their target market.

For more information about Tetra Pak’s ready-meal and ready-sauce solutions, visit here.

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ABOUT TETRA PAK

We're here to make food safe and available. It's why we provide advanced food production systems. In collaboration with our customers and suppliers, driven by more than 24,000 dedicated employees worldwide, we protect food sustainably every day for hundreds of millions of people in more than 160 countries. Because we're here to fulfil a purpose:

We commit to making food safe and available, everywhere, and we promise to protect what's good: food, people and the planet.

More information about Tetra Pak is available at tetrapak.com.

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