

PRESS RELEASE

NATURAL INGREDIENTS AND EMOTIONAL DRIVERS ARE RESHAPING THE NUTRITION MARKET, WITH THAILAND'S HIGH PROTEIN SEGMENT SURGING 126% IN TWO YEARS



- ***In Thailand: High protein segment doubles to 4.3 billion baht in two years as fitness boom drives ready-to-drink functional beverage demand***
- ***Globally, 59% of health-conscious consumers prefer ready-to-drink options for their convenience, portability and ease of use.***
- ***71% of consumers favour gradual results from natural sources and are willing to pay more for them.***
- ***42% of consumers say “feeling in control of their health” is a key benefit consumers seek from food supplement and nutrition products alongside peace of mind (39%) and feeling more balanced or less stressed (30%).***

Bangkok, Thailand, 16 December 2025 – The food supplements and nutrition (FSN) market, which includes protein-enriched beverages, fortified drinks and functional supplements, is projected to reach around \$758.99 billion by 2034, expanding at a CAGR of 7%.¹ Thailand exemplifies this global trend, with the high-protein segment surging over 126% in two years to reach 4.3 billion baht as of mid-2025². The growth is fuelled by a booming fitness culture that has transformed functional products into an everyday choice for Thai consumers.

To help food and beverage brands better understand the evolving needs of health-conscious consumers and identify opportunities for innovation and growth, Tetra Pak surveyed consumers across the globe, uncovering the trends and regional preferences shaping the future of the category.

¹ <https://www.precedenceresearch.com/nutritional-supplements-market>

² Nielsen MAT2025, Total Dairy & Plant-based High Protein, ending June 2025

A global shift in consumer priorities is reshaping the food supplement and nutrition market, with emotional benefits and local tastes increasingly influencing demand. Tetra Pak's latest research³ reveals that consumers are considering FSN products both for their functional benefits to integrate seamlessly into modern lifestyles, and also the emotional, aspirational and performance-driven reassurance these products provide.

Consumers want nutrition that fits their lifestyle

The research showed that consumers are increasingly turning to food supplement and nutrition (FSN) products as part of a holistic approach to wellbeing. The leading motivators include supporting physical health, cited by 58% of consumers, ensuring daily nutritional intake (51%), and maintaining energy levels throughout a busy day (47%). Beyond physical benefits, FSN products are also valued for their role in boosting mental wellbeing and enhancing appearance or fitness.

Emotional reassurance is another important factor with 42% consumers saying they want to feel more in control of their health, enjoy peace of mind about nutrition (39%) and feel more balanced or less stressed (30%).

Alongside these health-driven factors, practical considerations are gaining importance: convenience on the go motivates 21% of consumers, while saving time on meals or snacks influences 18%. Notably, different consumer groups prioritise different benefits: young adults are more driven by enjoying the taste, while senior consumers seek peace of mind about their nutrition.

Liquid formats are gaining strong traction among health-conscious consumers, with 59% expressing interest in this option for food supplements and nutrition. Their appeal lies in everyday practicality: consumers value the fact that these products require no preparation, are easy to store and are ideal for on-the-go consumption. In Thailand, pasteurised ready-to-drink formats currently account for 96% of the market. However, Ultra-High Temperature (UHT) formats are rapidly gaining traction in the everyday lifestyle protein segment⁴, reflecting Thai consumers' desire for functional products that are accessible while providing durability and longer shelf life.

Anna Larsson, Category Leader at Tetra Pak, commented: "Convenience remains a baseline expectation. For brands, it's a chance to lead with convenient formats and innovative formulations that meet evolving expectations and deliver greater value for customers. But interest in this category goes far beyond ease alone. With 71% of consumers preferring gradual results from natural ingredients over quick synthetic alternatives, and an equal proportion willing to pay a premium for those attributes, we're seeing a clear shift toward value-driven products that support long-term wellbeing."

The study identifies distinct pain points that packaging can help address – from price sensitivity and trust to format convenience and ingredient transparency. With 63% of consumers consuming FSN products "as is", single-serve, shelf-stable formats are particularly well-positioned to meet this demand.

Through its latest research, Tetra Pak empowers customers to develop products that resonate more deeply with today's health-conscious consumers. From paper-based carton packaging that enhances convenience, to actionable insights that guide formulation and market positioning, the survey results support brand owners in creating differentiated offerings that

³ Tetra Pak's FSN Global Consumer Research was conducted by Ipsos in July 2025, surveying 25,547 health-conscious consumers, from parents of children, to adults (16-65 years old) and seniors (65+), across 17 countries.

⁴ Nielsen MAT2025, Total Dairy & Plant-based High Protein, ending June 2025

deliver both functional benefits and emotional value and capture greater share in a segment defined by rapid innovation and shifting consumer expectations.

Tetra Pak's portfolio of opening solutions also plays an important role in enhancing UHT carton performance for FSN products. Solutions such as DreamCap™ 26 offer convenient, hygienic use and strong shelf visibility, while tethered designs support growing sustainability expectations among regulators and consumers. When combined with the renewable profile and portability of carton packaging, these opening features further strengthen the appeal of UHT formats for modern FSN consumption.

Supanat Ratanadib, Marketing Director at Tetra Pak (Thailand) Limited, concluded: "FSN products in Thailand have quickly evolved from niche to mainstream wellness choices for every generation. This creates significant opportunities for Thai manufacturers to innovate with FSN solutions that resonate with modern, on-the-go consumers—from UHT formats offering extended shelf life, portability and reliable protection, to paper-based carton packaging that delivers lighter weight, and stronger shelf presence compared to other formats. At Tetra Pak, we partner with brands to navigate these requirements, providing expertise across insights, formulation, format development, and packaging solutions to help create products that resonate and stand out in this fast-growing category."

For more information on food supplement and nutrition solutions, visit Tetra Pak website [here](#)

END

Notes to Editors

- [Tetra Pak's website](#) shares key insights and practical guidance to help brands navigate fast-growing FSN category.

ABOUT TETRA PAK

Tetra Pak is a world leading food processing and packaging solutions company. Working with our customers and suppliers, we provide access to safe, nutritious food for hundreds of millions of people in more than 160 countries every day.

With over 24,000 employees worldwide, 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 www.tetrapak.com.

MEDIA CONTACTS

Tetra Pak (Thailand) Limited
Tapanee Junhom
Head of Communications
Tel. +662-018-3000
Tapanee.junhom@tetrapak.com

Agency Communications Contact (Vero)
Wimonphan Nampachoke
Tel: +669-6669-9746
Email: wimonphan@vero-asean.com or
tetrapakTH@vero-asean.com