

## PRESS RELEASE

### TETRA PAK SUPPORTS THAI FOOD AND BEVERAGE PRODUCERS IN CAPTURING PLANT-BASED GROWTH WITH LAUNCH OF SUNFLOWER PROTEIN

*Multi-functional ingredient enables product innovation across plant-based and functional food and beverage categories, supported by Tetra Pak's Product Development Centre.*

**Bangkok, Thailand, 8 January 2026** – Tetra Pak today announces the launch of [sunflower protein](#), a plant-based ingredient designed to help Thai food and beverage (F&B) producers respond to the rapidly growing demand for plant-based nutrition and functional products, while maximising existing investments.

The global plant-based food and beverage market continues to grow at pace, driven by increasing consumer interest in health, sustainability and alternative protein sources. In Thailand, this momentum is particularly evident within the food supplement and nutrition (FSN) market, where the high-protein segment has grown by more than 126% over the past two years<sup>1</sup>, expanding beyond niche usage into everyday consumption.

This shift is reinforced by global consumer preferences, with Tetra Pak's latest research<sup>2</sup> showing that 71% of consumers favour natural ingredients that deliver gradual benefits over quick synthetic alternatives. This presents a timely opportunity for F&B producers to innovate with natural ingredients, with sunflower protein emerging as a compelling option.

Sunflower protein is particularly versatile due to its neutral, slightly nutty flavour profile, smooth texture and off-white colouring. These attributes mean it can be used to create anything from plant-based iced coffee to yoghurt, ready-to-drink protein drinks and more. With a dosing range of 2% to 7%<sup>3</sup>, sunflower protein offers flexibility in formulation and can easily be adjusted to match specific product requirements, whether boosting protein content, enhancing texture or delivering balanced nutrition.

Positioned within Tetra Pak's consumables and ingredients, sunflower protein expands the company's food ingredient solutions within the fast-growing food supplement and nutrition (FSN) category. This forms part of Tetra Pak's end-to-end offering, designed to support food and beverage producers from ideation through to commercial production.

Through its global network of **Product Development Centres**, Tetra Pak helps F&B producers accelerate time-to-market and optimise the creation of products that meet the needs of today's health-conscious consumers<sup>3</sup>.

In Thailand, this product development capability will soon be strengthened by the opening of **Tetra Pak's new Product Development Centre in Rayong**, expected in March this year.

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<sup>1</sup> Nielsen MAT2025, Total Dairy & Plant-based High Protein, ending June 2025

<sup>2</sup> 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.

<sup>3</sup> This is a recommendation based on internal tests carried out by Tetra Pak, mostly due to viscosity and taste. As a result of their own R&D processes, customers could potentially use higher or lower dosage levels.

The facility will support Thai and global producers in exploring new ingredients and formulations, testing new product concepts, evaluating processing technologies and understanding how products will perform when produced on industrial-scale equipment.

**Surapong Kobpraditkul, Processing Director at Tetra Pak (Thailand) Limited**, said: “Thailand’s FSN market is evolving quickly, and producers need the right capabilities to move from concept to scale with confidence. At Tetra Pak, we combine ingredient expertise with processing capabilities to help customers turn new ideas into viable, scalable products. Our upcoming Product Development Centre in Rayong will provide a practical environment for customers to validate ideas, understand processing implications and plan future investments as they expand into new categories such as FSN or explore emerging ingredients such as sunflower protein.”

With 74% of today’s consumers actively seeking products with health claims<sup>4</sup>, sunflower protein’s nutritional profile<sup>4</sup> presents an opportunity for F&B producers to tap into the growing functional food market. Containing up to 50% protein<sup>5</sup>, along with fibre, vitamins and antioxidants, sunflower protein provides an ideal ingredient for functional and fortified products. Sunflower protein demonstrates high in vitro digestibility (98%)<sup>6</sup>, indicating an amino acid profile suitable for plant-based formulations.<sup>7</sup>

At a time when F&B producers face pressure to optimise existing assets and expanding into new categories, this renewable ingredient can be integrated into current processes with only minimal adjustments and investment.

**Sasha Ilyukhin, Senior Vice President Global Processing Services and Services Solutions at Tetra Pak**, comments: “Sunflower protein is a renewable and flexible ingredient that opens the door to new product opportunities without requiring major changes to existing lines and product formulations. With its adaptable flavour and nutritional benefits, it’s a great way for producers to expand product portfolios using current infrastructure, attract health-conscious consumers, and stay ahead of market trends.”

To learn more about Tetra Pak’s solutions for the **Food Supplement and Nutrition (FSN)** category, visit our website [here](#)

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#### **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](http://www.tetrapak.com).

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<sup>4</sup> **Ipsos for Tetra Pak Quantitative Survey on Health & Nutrition 2023** (Brazil, US, China, India, South Korea, Kenya, South Africa, Germany, Spain, UK). <https://www.ipsos.com/en/future-health-and-nutrition-tetra-pak-index-2023>

<sup>5</sup> Protein content based on dry matter: 53 g per 100 g, as verified in the product specification for SUNTEIN™ Sunflower Protein Pasteurized Extra Fine, Version 02/30.09.2024, provided by Europack Bulgaria

<sup>6</sup> Data based on in vitro analysis performed by Improve SAS (January 2025) using ISO 13903:2005, EU 152/2009 methods and Megazyme K-PDCAAS kit.

<sup>7</sup> PDCAAS (Protein Digestibility-Corrected Amino Acid Score) is a method recommended by FAO/WHO to evaluate protein quality based on essential amino acid content and digestibility

**MEDIA CONTACTS**

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

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