

Exotic Food Expands Global Reach of Thai Sauces and Condiments Across 80 Countries

05 June 2026 | News

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Exotic Food Public Company Limited (XO), a leading Thai producer and exporter of premium sauces and condiments, is strengthening Thailand's position as a global food brand powerhouse after successfully expanding its products into leading supermarkets and modern trade retailers across more than 80 countries worldwide.

The company, which markets products under the Exotic Food and Flying Goose brands, generated more than THB 2 billion in revenue in 2025 through a strategy focused on transforming Thai food products from commodities into premium global brands with strong international recognition and value creation.

Exotic Food said its growth has been driven by a long-term vision to capitalise on the rising global popularity of Thai cuisine and Asian flavours. From the beginning, the company prioritised international markets by developing products that meet global quality standards while building distinctive brands designed to stand out on premium retail shelves worldwide.

The global sauces and condiments market continues to experience strong momentum, supported by increasing consumer interest in home cooking, growing demand for international cuisines, and the rising popularity of spicy and bold flavours. Sriracha sauce has emerged as one of the fastest-growing categories in the global condiments industry, fuelled by the worldwide expansion of Asian food culture and the ingredient's versatility across different cuisines.

According to IMARC Group, the global hot sauce market is projected to reach approximately \$5.7 billion in 2025. Statista estimates the global sauces and condiments market will reach around \$280.35 billion, growing at a compound annual growth rate of 6.14 per cent. Meanwhile, Fortune Business Insights forecasts the market will expand from \$259 billion in 2024 to more than \$380 billion by 2032.

Exotic Food said “brand value” remains central to its long-term business strategy and a key differentiator beyond price competition. The company focuses on positioning Thai food products as premium offerings through modern packaging, strong visual branding, and authentic Thai flavours adapted to suit international consumer preferences.

By combining authentic Thai culinary heritage with global branding and product innovation, the company aims to further strengthen the international presence of Thai food products and capitalise on continued growth opportunities in the worldwide condiments market.