



SCGP Expands into HORECA Market with Integrated Foodservice Packaging Solutions to Strengthen Food Business

SCGP advances its consumer packaging business by promoting Fest by SCGP, foodservice packaging to capture the growth of the Hotel, Restaurant, and Catering (HORECA) industry. The company develops packaging solutions that help entrepreneurs create distinct brand identities, elevate the consumer experience, and strengthen the competitiveness of food businesses in an era where brand image and customer experience are increasingly important.

Thalengsak Ratchburi, Chief Operating Officer, Fibrous Business of SCG Packaging Public Company Limited, or SCGP, said that the HORECA foodservice market continues to show strong growth driven by the tourism industry and changing consumer behaviors that prioritize convenience, speed, and differentiated dining experiences. As a result, demand for foodservice packaging continues to rise. The foodservice packaging market, including HORECA businesses, is valued at approximately Baht 27,000 million per year, while the packaging market for ready-to-eat processed foods and processed meat products is valued at around Baht 3,000 million per year. The foodservice sector is expected to grow at an average rate of 3–5% per year. Amid intense competition among modern restaurants, in addition to good taste, businesses must also focus on brand image, customer experience, and brand communication across every customer touchpoint. Packaging therefore plays a crucial role as a tool for building brand identity and enhancing perceived product value.

SCGP is committed to developing consumer packaging solutions that address the needs of customers in the food and service industries. The packaging is designed as a strategic tool that enables entrepreneurs to communicate their brand identity, enhance perceived product value, and create positive consumer experiences. The solutions are developed for restaurants, hotels, cafés, bakeries, and catering businesses under the concept “Festclusive – Crafting Your Brand.” This concept helps restaurants stand out through packaging design and services that can be customized to suit different business models. The solutions cover a wide range of foodservice applications, including food boxes and bakery boxes designed for cafés and dessert shops; ready-to-eat and delivery food containers that help maintain food quality and convenience; packaging for sauces and condiments for restaurants and foodservice businesses; and catering packaging solutions that enhance convenience in food serving and transportation.



Most recently, Fest by SCGP collaborated with Puff & Pie, under the Catering Department of Thai Airways International Public Company Limited, to develop packaging for premium menu items. The team closely studied the customer's operations, from production and packaging processes to logistics and consumer experience, in order to design an End-to-End packaging solution that meets both operational requirements and practical consumer use. The result is high-quality packaging designed with a strong structural design that helps maintain the shape and freshness of products such as pies and puff pastries while reducing damage during transportation. It also features a Grab & Go design, allowing consumers to conveniently hold and eat the product, reduce direct contact with food, and can be securely closed when the product is not fully consumed. At the same time, Food Grade materials that are safe and environmentally friendly were selected, helping elevate the premium image of the products while responding to consumer trends that increasingly prioritize sustainability.

Moving forward, Fest by SCGP will continue expanding collaborations with entrepreneurs in the restaurant, hotel, and catering sectors to support the growth of the HORECA market. The company offers Bespoke Solutions tailored to each client alongside a One-Stop Service, covering packaging design, material selection, production, and product delivery. Supported by a nationwide distribution network and teams of local experts, SCGP aims to jointly develop innovations and grow alongside its customers' businesses in the long term.
