

**Alcoholic Drinks in Thailand**

Market Direction | 2022-07-07 | 71 pages | Euromonitor

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**Report description:**

The third wave of COVID-19 which began in March was the most severe the country faced since the inception of the pandemic, with more than two million reported cases. The emergence of the Delta variant in June further aggravated the sanitary crisis. Bangkok and several other provinces were classified as dark-red zones and restrictions were reimposed on businesses. Depending on the zone, restaurants were allowed to remain open either only for takeaway or for both takeaway and indoor dining, while...

Euromonitor International's Alcoholic Drinks in Thailand report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2017-2021), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Beer, Cider/Perry, RTDs, Spirits, Wine.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

**Why buy this report?**

- \* Get a detailed picture of the Alcoholic Drinks market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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## Table of Contents:

Alcoholic Drinks in Thailand

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### List Of Contents And Tables

#### ALCOHOLIC DRINKS IN THAILAND

##### EXECUTIVE SUMMARY

Alcoholic drinks in 2021: The big picture

2021 key trends

Competitive landscape

Retailing developments

On-trade vs off-trade split

What next for alcoholic drinks?

CHART 1 Alcoholic Drinks Off-Trade Volume Sales Growth Scenarios: 2019-2026

CHART 2 Alcoholic Drinks On-Trade Volume Sales Growth Scenarios: 2019-2026

CHART 3 Alcoholic Drinks Impact of Soft Drivers on Off-Trade Volume Sales: 2019-2026

CHART 4 Alcoholic Drinks Impact of Soft Drivers on On-Trade Volume Sales: 2019-2026

##### MARKET BACKGROUND

Legislation

Legal purchasing age and legal drinking age

Drink driving

Advertising

Smoking ban

Opening hours

On-trade establishments

Table 1 Number of On-trade Establishments by Type 2016-2021

##### TAXATION AND DUTY LEVIES

Summary 1 Taxation and Duty Levies on Alcoholic Drinks 2021

##### OPERATING ENVIRONMENT

Contraband/parallel trade

Duty free

Cross-border/private imports

##### KEY NEW PRODUCT LAUNCHES

Outlook

##### MARKET INDICATORS

Table 2 Retail Consumer Expenditure on Alcoholic Drinks 2016-2021

##### MARKET DATA

Table 3 Sales of Alcoholic Drinks by Category: Total Volume 2016-2021

Table 4 Sales of Alcoholic Drinks by Category: Total Value 2016-2021

Table 5 Sales of Alcoholic Drinks by Category: % Total Volume Growth 2016-2021

Table 6 Sales of Alcoholic Drinks by Category: % Total Value Growth 2016-2021

Table 7 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2021

Table 8 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2021

Table 9 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2021

Table 10 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2021

Table 11 □GBO Company Shares of Alcoholic Drinks: % Total Volume 2017-2021

Table 12 □Distribution of Alcoholic Drinks by Format: % Off-trade Value 2016-2021

Table 13 □Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2021

Table 14 □Forecast Sales of Alcoholic Drinks by Category: Total Volume 2021-2026

Table 15 □Forecast Sales of Alcoholic Drinks by Category: Total Value 2021-2026

Table 16 □Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2021-2026

Table 17 □Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2021-2026

## DISCLAIMER

## SOURCES

Summary 2 Research Sources

## BEER IN THAILAND

### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

Ongoing COVID-19 pandemic negatively affects volume sales of beer in the on-trade, while off-trade sales see positive growth

Imported brands of beer are more severely affected by the restrictions imposed on the on-trade

Alcohol ban and other restrictions provide strong boost for non/low alcohol beer

### PROSPECTS AND OPPORTUNITIES

Wheat beer set to benefit from the growing presence of local brands

In the wake of the COVID-19 pandemic, companies adapt their strategies to boost retail sales

Sales fade for low/non-alcohol beer while on-trade sales of wheat beer, stout and premium imported beer hindered by ongoing drop in tourism

## CATEGORY BACKGROUND

Lager price band methodology

Summary 3 Lager by Price Band 2021

## CATEGORY DATA

Table 18 Sales of Beer by Category: Total Volume 2016-2021

Table 19 Sales of Beer by Category: Total Value 2016-2021

Table 20 Sales of Beer by Category: % Total Volume Growth 2016-2021

Table 21 Sales of Beer by Category: % Total Value Growth 2016-2021

Table 22 Sales of Beer by Off-trade vs On-trade: Volume 2016-2021

Table 23 Sales of Beer by Off-trade vs On-trade: Value 2016-2021

Table 24 Sales of Beer by Off-trade vs On-trade: % Volume Growth 2016-2021

Table 25 Sales of Beer by Off-trade vs On-trade: % Value Growth 2016-2021

Table 26 Sales of Beer by Craft vs Standard 2016-2021

Table 27 □GBO Company Shares of Beer: % Total Volume 2017-2021

Table 28 □NBO Company Shares of Beer: % Total Volume 2017-2021

Table 29 □LBN Brand Shares of Beer: % Total Volume 2018-2021

Table 30 □Forecast Sales of Beer by Category: Total Volume 2021-2026

Table 31 □Forecast Sales of Beer by Category: Total Value 2021-2026

Table 32 □Forecast Sales of Beer by Category: % Total Volume Growth 2021-2026

Table 33 □Forecast Sales of Beer by Category: % Total Value Growth 2021-2026

## WINE IN THAILAND

### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

Continued declines for all wine categories in both the off- and on-trade as government measures to halt the spread of the virus dampen sales

Rising popularity of economy products as consumers seek to make cost savings

Siam Winery maintains its leading position with Mont Clair gaining in value share

#### PROSPECTS AND OPPORTUNITIES

Bounce back for wine in 2022 as tourism recovers

Industry players respond to changes in consumer group by developing new products and packages

Modern grocery retailers remains the largest channel thanks to its convenience, and price promotions

#### CATEGORY DATA

Table 34 Sales of Wine by Category: Total Volume 2016-2021

Table 35 Sales of Wine by Category: Total Value 2016-2021

Table 36 Sales of Wine by Category: % Total Volume Growth 2016-2021

Table 37 Sales of Wine by Category: % Total Value Growth 2016-2021

Table 38 Sales of Wine by Off-trade vs On-trade: Volume 2016-2021

Table 39 Sales of Wine by Off-trade vs On-trade: Value 2016-2021

Table 40 Sales of Wine by Off-trade vs On-trade: % Volume Growth 2016-2021

Table 41 Sales of Wine by Off-trade vs On-trade: % Value Growth 2016-2021

Table 42 Sales of Still Red Wine by Price Segment: % Off-trade Volume 2016-2021

Table 43 □Sales of Still Rose Wine by Price Segment: % Off-trade Volume 2016-2021

Table 44 □Sales of Still White Wine by Price Segment: % Off-trade Volume 2016-2021

Table 45 □Sales of Other Sparkling Wine by Price Segment: % Off-trade Volume 2016-2021

Table 46 □Sales of Wine by Origin 2019-2021

Table 47 □GBO Company Shares of Still Light Grape Wine: % Total Volume 2017-2021

Table 48 □NBO Company Shares of Still Light Grape Wine: % Total Volume 2017-2021

Table 49 □LBN Brand Shares of Still Light Grape Wine: % Total Volume 2018-2021

Table 50 □GBO Company Shares of Champagne: % Total Volume 2017-2021

Table 51 □NBO Company Shares of Champagne: % Total Volume 2017-2021

Table 52 □LBN Brand Shares of Champagne: % Total Volume 2018-2021

Table 53 □GBO Company Shares of Other Sparkling Wine: % Total Volume 2017-2021

Table 54 □NBO Company Shares of Other Sparkling Wine: % Total Volume 2017-2021

Table 55 □LBN Brand Shares of Other Sparkling Wine: % Total Volume 2018-2021

Table 56 □GBO Company Shares of Fortified Wine and Vermouth: % Total Volume 2017-2021

Table 57 □NBO Company Shares of Fortified Wine and Vermouth: % Total Volume 2017-2021

Table 58 □LBN Brand Shares of Fortified Wine and Vermouth: % Total Volume 2018-2021

Table 59 □Forecast Sales of Wine by Category: Total Volume 2021-2026

Table 60 □Forecast Sales of Wine by Category: Total Value 2021-2026

Table 61 □Forecast Sales of Wine by Category: % Total Volume Growth 2021-2026

Table 62 □Forecast Sales of Wine by Category: % Total Value Growth 2021-2026

#### SPIRITS IN THAILAND

##### KEY DATA FINDINGS

##### 2021 DEVELOPMENTS

Local consumers sustain demand for domestically produced spirits via the off-trade

The closure of bars and clubs dampens demand for spirits, especially vodka, gin and rum

Domestic manufacturers dominate spirits

#### PROSPECTS AND OPPORTUNITIES

Recovery of premium options likely once the economy rebounds

Competition set to intensify as new players enter

Soju continues to gain in popularity, in line with the craze for all things Korean

#### CATEGORY BACKGROUND

Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology

#### CATEGORY DATA

- Table 63 Sales of Spirits by Category: Total Volume 2016-2021
- Table 64 Sales of Spirits by Category: Total Value 2016-2021
- Table 65 Sales of Spirits by Category: % Total Volume Growth 2016-2021
- Table 66 Sales of Spirits by Category: % Total Value Growth 2016-2021
- Table 67 Sales of Spirits by Off-trade vs On-trade: Volume 2016-2021
- Table 68 Sales of Spirits by Off-trade vs On-trade: Value 2016-2021
- Table 69 Sales of Spirits by Off-trade vs On-trade: % Volume Growth 2016-2021
- Table 70 Sales of Spirits by Off-trade vs On-trade: % Value Growth 2016-2021

- Table 71 Sales of Dark Rum by Price Platform: % Total Volume 2016-2021
- Table 72 □Sales of White Rum by Price Platform: % Total Volume 2016-2021
- Table 73 □Sales of Other Blended Scotch Whisky by Price Platform: % Total Volume 2016-2021
- Table 74 □Sales of English Gin by Price Platform: % Total Volume 2016-2021
- Table 75 □Sales of Vodka by Price Platform: % Total Volume 2016-2021
- Table 76 □Sales of Vodka by Flavoured vs Non-flavoured: % Total Volume 2016-2021

- Table 77 □GBO Company Shares of Spirits: % Total Volume 2017-2021
- Table 78 □NBO Company Shares of Spirits: % Total Volume 2017-2021
- Table 79 □LBN Brand Shares of Spirits: % Total Volume 2018-2021
- Table 80 □Forecast Sales of Spirits by Category: Total Volume 2021-2026
- Table 81 □Forecast Sales of Spirits by Category: Total Value 2021-2026
- Table 82 □Forecast Sales of Spirits by Category: % Total Volume Growth 2021-2026
- Table 83 □Forecast Sales of Spirits by Category: % Total Value Growth 2021-2026

#### CIDER/PERRY IN THAILAND

#### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

Ongoing pandemic-related restrictions delay a recovery in the on-trade sales of cider/perry

International brands maintain their lead while domestic brands are also gaining popularity with all companies focusing more on the off-trade during the health crisis

Cider/perry faces growing competition from spirits and RTDs

#### PROSPECTS AND OPPORTUNITIES

Return to double-digit growth for cider/perry despite slow economic recovery in the aftermath of the pandemic

Rebound for the on-trade as consumers revert to type once restrictions are lifted

Freshness, trendy new drinks and the health trend boost demand for cider/perry over the forecast period

#### CATEGORY DATA

- Table 84 Sales of Cider/Perry: Total Volume 2016-2021
- Table 85 Sales of Cider/Perry: Total Value 2016-2021
- Table 86 Sales of Cider/Perry: % Total Volume Growth 2016-2021
- Table 87 Sales of Cider/Perry: % Total Value Growth 2016-2021
- Table 88 Sales of Cider/Perry by Off-trade vs On-trade: Volume 2016-2021
- Table 89 Sales of Cider/Perry by Off-trade vs On-trade: Value 2016-2021
- Table 90 Sales of Cider/Perry by Off-trade vs On-trade: % Volume Growth 2016-2021
- Table 91 Sales of Cider/Perry by Off-trade vs On-trade: % Value Growth 2016-2021
- Table 92 GBO Company Shares of Cider/Perry: % Total Volume 2017-2021
- Table 93 □NBO Company Shares of Cider/Perry: % Total Volume 2017-2021
- Table 94 □LBN Brand Shares of Cider/Perry: % Total Volume 2018-2021
- Table 95 □Forecast Sales of Cider/Perry: Total Volume 2021-2026

Table 96 □Forecast Sales of Cider/Perry: Total Value 2021-2026

Table 97 □Forecast Sales of Cider/Perry: % Total Volume Growth 2021-2026

Table 98 □Forecast Sales of Cider/Perry: % Total Value Growth 2021-2026

RTDS IN THAILAND

KEY DATA FINDINGS

2021 DEVELOPMENTS

RTDs benefits from its rising popularity amongst younger consumers

Siam Winery and its Spy brand maintains outright lead in 2021

Aggressive marketing campaigns boost sales of RTDs

PROSPECTS AND OPPORTUNITIES

Government initiatives to stimulate national tourism help boost sales of RTDs via the on-trade

Consumers revert to pre-pandemic drinking patterns and thereby boost the on-trade

Health and wellness trend creates scope for companies to develop new healthy choices

CATEGORY DATA

Table 99 Sales of RTDs by Category: Total Volume 2016-2021

Table 100 Sales of RTDs by Category: Total Value 2016-2021

Table 101 Sales of RTDs by Category: % Total Volume Growth 2016-2021

Table 102 Sales of RTDs by Category: % Total Value Growth 2016-2021

Table 103 Sales of RTDs by Off-trade vs On-trade: Volume 2016-2021

Table 104 Sales of RTDs by Off-trade vs On-trade: Value 2016-2021

Table 105 Sales of RTDs by Off-trade vs On-trade: % Volume Growth 2016-2021

Table 106 Sales of RTDs by Off-trade vs On-trade: % Value Growth 2016-2021

Table 107 GBO Company Shares of RTDs: % Total Volume 2017-2021

Table 108 □NBO Company Shares of RTDs: % Total Volume 2017-2021

Table 109 □LBN Brand Shares of RTDs: % Total Volume 2018-2021

Table 110 □Forecast Sales of RTDs by Category: Total Volume 2021-2026

Table 111 □Forecast Sales of RTDs by Category: Total Value 2021-2026

Table 112 □Forecast Sales of RTDs by Category: % Total Volume Growth 2021-2026

Table 113 □Forecast Sales of RTDs by Category: % Total Value Growth 2021-2026

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