

Alcoholic Drinks in Thailand

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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.

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CATEGORY BACKGROUND

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