

## **Rtds in Thailand**

Market Direction | 2022-07-07 | 27 pages | Euromonitor

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### **Report description:**

RTDs returned to positive growth in 2021 as the ban on sales of alcohol was lifted and foodservice establishments reopened. Certain pandemic-related restrictions remained in place during the year, however, preventing a fuller recovery in the category. The category also benefited from its rising popularity amongst younger consumers of legal drinking age. These drinks are refreshing and do not have such a high level of alcohol as wine and spirits, meeting consumer demand in terms of the health tre...

Euromonitor International's RTDs 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: Malt-based RTDs, Other RTDs, Spirit-based RTDs, Wine-based RTDs.

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

Why buy this report?

- \* Get a detailed picture of the RTDs 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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Siam Winery and its Spy brand maintains outright lead in 2021

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