

Spirits in Thailand

Market Direction | 2022-07-07 | 34 pages | Euromonitor

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Report description:

Locally produced spirits, especially sura khao and Chinese herbal spirits, have long been perceived as economy spirits and are readily available on retailers' shelves. During the COVID-19 pandemic, these products remained available at affordable price points and continued to benefit from demand from domestic consumers. Although several government restrictions were put in place to deal with the virus, demand for spirits via the off-trade remained strong, benefiting also from a shift away from the...

Euromonitor International's Spirits 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: Brandy and Cognac, Liqueurs, Non Alcoholic Spirits, Other Spirits, Rum, Tequila (and Mezcal), Whiskies, White Spirits.

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

Why buy this report?

- * Get a detailed picture of the Spirits 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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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

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ALCOHOLIC DRINKS IN THAILAND

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EXECUTIVE SUMMARY

Alcoholic drinks in 2021: The big picture

2021 key trends

Competitive landscape

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