

RTD Coffee in Thailand

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Report description:

RTD coffee registered a strong sales decline over the course of 2020 and 2021, as the uncertain and adverse economic environment that arose from COVID-19 undermined demand. The average unit price of RTD coffee is relatively high and these products are widely regarded as non-essential and therefore as consumers exercised caution in their spending this hit demand. Moreover, many of the blue-collar workers and manual labourers that account for a high proportion of category sales faced unemployment,...

Euromonitor International's RTD Coffee 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, packaging or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

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

Why buy this report?

- * Get a detailed picture of the RTD Coffee 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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2022's demand increases caused by country's reopening scheme

Coffee culture continues to develop helping to fuel demand for RTD products

Rising production costs shock the market

PROSPECTS AND OPPORTUNITIES

Birdy injects health and wellness into products to attract current consumers

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