

Soft Drinks in Thailand

Market Direction | 2022-12-05 | 88 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €1750.00
- Multiple User License (1 Site) €3500.00
- Multiple User License (Global) €5250.00

Report description:

On 1 July 2022, Thailand lifted its remaining COVID-19 restrictions, including removing the requirement for face masks to be worn in indoor areas. This has had a positive impact on sales of soft drinks in Thailand in 2022. The lifting of restrictions boosted out-of-home consumption, while it also helped support the recovery of inbound tourism, which is particularly important to on-trade sales of soft drinks. The soft drinks products that target consumers who are on the move, such as RTD coffee a...

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

Product coverage: Asian Speciality Drinks, Bottled Water, Carbonates, Concentrates, Energy Drinks, Juice, RTD Coffee, RTD Tea, Sports Drinks.

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

Why buy this report?

- * Get a detailed picture of the Soft 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.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Soft Drinks in Thailand
Euromonitor International
December 2022

List Of Contents And Tables

SOFT DRINKS IN THAILAND

EXECUTIVE SUMMARY

Soft drinks in 2022: The big picture

2022 Key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for soft drinks?

MARKET DATA

Table 1 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2017-2022

Table 2 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2017-2022

Table 3 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2017-2022

Table 4 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2017-2022

Table 5 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2021

Table 6 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2021

Table 7 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2021

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

Table 9 Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2017-2022

Table 10 □Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2017-2022

Table 11 □Off-trade Sales of Soft Drinks by Category: Value 2017-2022

Table 12 □Off-trade Sales of Soft Drinks by Category: % Value Growth 2017-2022

Table 13 □Sales of Soft Drinks by Total Fountain On-trade: Volume 2017-2022

Table 14 □Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2017-2022

Table 15 □NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2018-2022

Table 16 □LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2022

Table 17 □NBO Company Shares of Off-trade Soft Drinks: % Value 2018-2022

Table 18 □LBN Brand Shares of Off-trade Soft Drinks: % Value 2019-2022

Table 19 □Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2017-2022

Table 20 □Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2022

Table 21 □Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2022-2027

Table 22 □Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2022-2027

Table 23 □Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2022-2027

Table 24 □Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2022-2027

Table 25 □Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2022-2027

Table 26 □Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2022-2027

Table 27 □Forecast Off-trade Sales of Soft Drinks by Category: Value 2022-2027

Table 28 □Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2022-2027

Table 29 □Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2022-2027

Table 30 □Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2022-2027

APPENDIX

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Fountain sales in Thailand

DISCLAIMER

SOURCES

Summary 1 Research Sources

CARBONATES IN THAILAND

KEY DATA FINDINGS

2022 DEVELOPMENTS

Sugar tax continues to impact carbonates

Price rises put the brakes on growth

Carbonates recovery supported by the lifting of COVID-19 measures

PROSPECTS AND OPPORTUNITIES

Zero sugar products likely to remain in focus as Thailand prepares for a further hike in its sugar tax in 2023

Functional benefits could add value and novelty to an otherwise mature category

New brand engaged in aggressive marketing strategy

CATEGORY DATA

Table 31 Off-trade vs On-trade Sales of Carbonates: Volume 2017-2022

Table 32 Off-trade vs On-trade Sales of Carbonates: Value 2017-2022

Table 33 Off-trade vs On-trade Sales of Carbonates: % Volume Growth 2017-2022

Table 34 Off-trade vs On-trade Sales of Carbonates: % Value Growth 2017-2022

Table 35 Off-trade Sales of Carbonates by Category: Volume 2017-2022

Table 36 Off-trade Sales of Carbonates by Category: Value 2017-2022

Table 37 Off-trade Sales of Carbonates by Category: % Volume Growth 2017-2022

Table 38 Off-trade Sales of Carbonates by Category: % Value Growth 2017-2022

Table 39 Total Sales of Carbonates by Fountain On-trade: Volume 2017-2022

Table 40 □Total Sales of Carbonates by Fountain On-trade: % Volume Growth 2017-2022

Table 41 □NBO Company Shares of Off-trade Carbonates: % Volume 2018-2022

Table 42 □LBN Brand Shares of Off-trade Carbonates: % Volume 2019-2022

Table 43 □NBO Company Shares of Off-trade Carbonates: % Value 2018-2022

Table 44 □LBN Brand Shares of Off-trade Carbonates: % Value 2019-2022

Table 45 □Forecast Off-trade Sales of Carbonates by Category: Volume 2022-2027

Table 46 □Forecast Off-trade Sales of Carbonates by Category: Value 2022-2027

Table 47 □Forecast Off-trade Sales of Carbonates by Category: % Volume Growth 2022-2027

Table 48 □Forecast Off-trade Sales of Carbonates by Category: % Value Growth 2022-2027

Table 49 □Forecast Total Sales of Carbonates by Fountain On-trade: Volume 2022-2027

Table 50 □Forecast Total Sales of Carbonates by Fountain On-trade: % Volume Growth 2022-2027

JUICE IN THAILAND

KEY DATA FINDINGS

2022 DEVELOPMENTS

Focus on health and wellness driving demand for 100% juice

Functional juice drinks help drive growth in 2022

Change in consumption after pandemic

PROSPECTS AND OPPORTUNITIES

Functional juice drinks on the rise

Domestic players dominate 100% juice

CP Group tapping in coconut water

CATEGORY DATA

Table 51 Off-trade Sales of Juice by Category: Volume 2017-2022

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 52 Off-trade Sales of Juice by Category: Value 2017-2022
 Table 53 Off-trade Sales of Juice by Category: % Volume Growth 2017-2022
 Table 54 Off-trade Sales of Juice by Category: % Value Growth 2017-2022
 Table 55 NBO Company Shares of Off-trade Juice: % Volume 2018-2022
 Table 56 LBN Brand Shares of Off-trade Juice: % Volume 2019-2022
 Table 57 NBO Company Shares of Off-trade Juice: % Value 2018-2022
 Table 58 LBN Brand Shares of Off-trade Juice: % Value 2019-2022
 Table 59 Forecast Off-trade Sales of Juice by Category: Volume 2022-2027
 Table 60 □Forecast Off-trade Sales of Juice by Category: Value 2022-2027
 Table 61 □Forecast Off-trade Sales of Juice by Category: % Volume Growth 2022-2027
 Table 62 □Forecast Off-trade Sales of Juice by Category: % Value Growth 2022-2027

BOTTLED WATER IN THAILAND

KEY DATA FINDINGS

2022 DEVELOPMENTS

A return to more active lifestyles benefits sales of bottled water
 Functional bottled water continues to win over health conscious consumers
 Premium products benefit from return of inbound tourists

PROSPECTS AND OPPORTUNITIES

Functional bottled water is set to remain the most dynamic category over the forecast period
 Domestic manufacturers dominate bottled water
 Repositioning of still natural mineral bottled water to reach a wider audience

CATEGORY DATA

Table 63 Off-trade Sales of Bottled Water by Category: Volume 2017-2022
 Table 64 Off-trade Sales of Bottled Water by Category: Value 2017-2022
 Table 65 Off-trade Sales of Bottled Water by Category: % Volume Growth 2017-2022
 Table 66 Off-trade Sales of Bottled Water by Category: % Value Growth 2017-2022
 Table 67 NBO Company Shares of Off-trade Bottled Water: % Volume 2018-2022
 Table 68 LBN Brand Shares of Off-trade Bottled Water: % Volume 2019-2022
 Table 69 NBO Company Shares of Off-trade Bottled Water: % Value 2018-2022
 Table 70 LBN Brand Shares of Off-trade Bottled Water: % Value 2019-2022
 Table 71 Forecast Off-trade Sales of Bottled Water by Category: Volume 2022-2027
 Table 72 □Forecast Off-trade Sales of Bottled Water by Category: Value 2022-2027
 Table 73 □Forecast Off-trade Sales of Bottled Water by Category: % Volume Growth 2022-2027
 Table 74 □Forecast Off-trade Sales of Bottled Water by Category: % Value Growth 2022-2027

SPORTS DRINKS IN THAILAND

KEY DATA FINDINGS

2022 DEVELOPMENTS

Sport drinks on the slow path to recovery as life returns to relative normality
 Prices surge due to the impact of Russia's invasion of Ukraine on the global economy
 Consumer perceptions of sports drinks are divisive

PROSPECTS AND OPPORTUNITIES

Sponsor likely to retain its dominant position in sports drinks over the forecast period
 PET bottle refreshes the traditional image of sport drinks
 Players will need to focus on presenting a more natural image as well as reducing the sugar content of their products

CATEGORY DATA

Table 75 Off-trade Sales of Sports Drinks: Volume 2017-2022
 Table 76 Off-trade Sales of Sports Drinks: Value 2017-2022

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 77 Off-trade Sales of Sports Drinks: % Volume Growth 2017-2022
 Table 78 Off-trade Sales of Sports Drinks: % Value Growth 2017-2022
 Table 79 NBO Company Shares of Off-trade Sports Drinks: % Volume 2018-2022
 Table 80 LBN Brand Shares of Off-trade Sports Drinks: % Volume 2019-2022
 Table 81 NBO Company Shares of Off-trade Sports Drinks: % Value 2018-2022
 Table 82 LBN Brand Shares of Off-trade Sports Drinks: % Value 2019-2022
 Table 83 Forecast Off-trade Sales of Sports Drinks: Volume 2022-2027
 Table 84 □Forecast Off-trade Sales of Sports Drinks: Value 2022-2027
 Table 85 □Forecast Off-trade Sales of Sports Drinks: % Volume Growth 2022-2027
 Table 86 □Forecast Off-trade Sales of Sports Drinks: % Value Growth 2022-2027

ENERGY DRINKS IN THAILAND

KEY DATA FINDINGS

2022 DEVELOPMENTS

Energy drinks on the path to recovery as workers return to the workplace
 sugary taxation lightens up new development
 Rising prices put pressure on volume sales, while M-150 cements its leading position

PROSPECTS AND OPPORTUNITIES

Co-branding becomes a key marketing strategy
 E-sports offers huge potential for the growth and development of energy drinks
 Osotspa launches reformulated product to add value

CATEGORY DATA

Table 87 Off-trade Sales of Energy Drinks: Volume 2017-2022
 Table 88 Off-trade Sales of Energy Drinks: Value 2017-2022
 Table 89 Off-trade Sales of Energy Drinks: % Volume Growth 2017-2022
 Table 90 Off-trade Sales of Energy Drinks: % Value Growth 2017-2022
 Table 91 NBO Company Shares of Off-trade Energy Drinks: % Volume 2018-2022
 Table 92 LBN Brand Shares of Off-trade Energy Drinks: % Volume 2019-2022
 Table 93 NBO Company Shares of Off-trade Energy Drinks: % Value 2018-2022
 Table 94 LBN Brand Shares of Off-trade Energy Drinks: % Value 2019-2022
 Table 95 Forecast Off-trade Sales of Energy Drinks: Volume 2022-2027
 Table 96 □Forecast Off-trade Sales of Energy Drinks: Value 2022-2027
 Table 97 □Forecast Off-trade Sales of Energy Drinks: % Volume Growth 2022-2027
 Table 98 □Forecast Off-trade Sales of Energy Drinks: % Value Growth 2022-2027

CONCENTRATES IN THAILAND

KEY DATA FINDINGS

2022 DEVELOPMENTS

Concentrates recovery driven by country reopens
 Powder concentrates remains the key category
 Price-sensitive consumers continue to look for the best value options

PROSPECTS AND OPPORTUNITIES

Pricing and health and wellness likely to be the main influences on demand over the forecast period
 Nestle investing in innovation
 Small players focus on innovation to win over consumers

CATEGORY DATA

Concentrates Conversions

Summary 2 Concentrates Conversion Factors for Ready-to-Drink (RTD) Format

Table 99 Off-trade Sales of Concentrates (RTD) by Category: Volume 2017-2022

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 100 Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2017-2022
 Table 101 Off-trade Sales of Concentrates by Category: Value 2017-2022
 Table 102 Off-trade Sales of Concentrates by Category: % Value Growth 2017-2022
 Table 103 LBN Brand Shares of Off-trade Concentrates (RTD): % Volume 2019-2022
 Table 104 NBO Company Shares of Off-trade Concentrates: % Value 2018-2022
 Table 105 LBN Brand Shares of Off-trade Concentrates: % Value 2019-2022
 Table 106 NBO Company Shares of Off-trade Liquid Concentrates (RTD): % Volume 2018-2022
 Table 107 LBN Brand Shares of Off-trade Liquid Concentrates (RTD): % Volume 2019-2022
 Table 108 □NBO Company Shares of Off-trade Powder Concentrates (RTD): % Volume 2018-2022
 Table 109 □LBN Brand Shares of Off-trade Powder Concentrates (RTD): % Volume 2019-2022
 Table 110 □Forecast Off-trade Sales of Concentrates (RTD) by Category: Volume 2022-2027
 Table 111 □Forecast Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2022-2027
 Table 112 □Forecast Off-trade Sales of Concentrates by Category: Value 2022-2027
 Table 113 □Forecast Off-trade Sales of Concentrates by Category: % Value Growth 2022-2027

RTD TEA IN THAILAND

KEY DATA FINDINGS

2022 DEVELOPMENTS

Unhealthy image of RTD tea limits the category's recovery in 2022

Functional ingredients present opportunities for growth

New product development helps drive demand for RTD tea

PROSPECTS AND OPPORTUNITIES

Players will need to invest in promoting a healthier image for their RTD tea products if they are to maintain their sales levels

Kombucha arousing consumer interest

Ichitan a leading innovator and potential growth driver

CATEGORY DATA

Table 114 Off-trade Sales of RTD Tea by Category: Volume 2017-2022
 Table 115 Off-trade Sales of RTD Tea by Category: Value 2017-2022
 Table 116 Off-trade Sales of RTD Tea by Category: % Volume Growth 2017-2022
 Table 117 Off-trade Sales of RTD Tea by Category: % Value Growth 2017-2022
 Table 118 Leading Flavours for Off-trade RTD Tea: % Volume 2017-2022
 Table 119 NBO Company Shares of Off-trade RTD Tea: % Volume 2018-2022
 Table 120 LBN Brand Shares of Off-trade RTD Tea: % Volume 2019-2022
 Table 121 NBO Company Shares of Off-trade RTD Tea: % Value 2018-2022
 Table 122 LBN Brand Shares of Off-trade RTD Tea: % Value 2019-2022
 Table 123 □Forecast Off-trade Sales of RTD Tea by Category: Volume 2022-2027
 Table 124 □Forecast Off-trade Sales of RTD Tea by Category: Value 2022-2027
 Table 125 □Forecast Off-trade Sales of RTD Tea by Category: % Volume Growth 2022-2027
 Table 126 □Forecast Off-trade Sales of RTD Tea by Category: % Value Growth 2022-2027

RTD COFFEE IN THAILAND

KEY DATA FINDINGS

2022 DEVELOPMENTS

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

RTD coffee in PET bottles could help to refresh the category's image

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Domestic brands unlikely to challenge the dominance of Ajinomoto and Nestle, but e-commerce could present new sales opportunities

CATEGORY DATA

Table 127 Off-trade Sales of RTD Coffee: Volume 2017-2022

Table 128 Off-trade Sales of RTD Coffee: Value 2017-2022

Table 129 Off-trade Sales of RTD Coffee: % Volume Growth 2017-2022

Table 130 Off-trade Sales of RTD Coffee: % Value Growth 2017-2022

Table 131 NBO Company Shares of Off-trade RTD Coffee: % Volume 2018-2022

Table 132 LBN Brand Shares of Off-trade RTD Coffee: % Volume 2019-2022

Table 133 NBO Company Shares of Off-trade RTD Coffee: % Value 2018-2022

Table 134 LBN Brand Shares of Off-trade RTD Coffee: % Value 2019-2022

Table 135 Forecast Off-trade Sales of RTD Coffee: Volume 2022-2027

Table 136 □Forecast Off-trade Sales of RTD Coffee: Value 2022-2027

Table 137 □Forecast Off-trade Sales of RTD Coffee: % Volume Growth 2022-2027

Table 138 □Forecast Off-trade Sales of RTD Coffee: % Value Growth 2022-2027

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Soft Drinks in Thailand

Market Direction | 2022-12-05 | 88 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€1750.00
	Multiple User License (1 Site)	€3500.00
	Multiple User License (Global)	€5250.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ ** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-05-09"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com