

Sports Drinks in Thailand

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Report description:

Sales of sports drinks declined sharply in 2020 and 2021 as the effects of pandemic and the efforts to contain it limited demand for these products. The core consumers of sport drinks in Thailand are blue-collar workers, such as farmers, drivers and labourers, who consume these beverages to boost their energy. This made sports drinks particularly vulnerable to the economic shock of the pandemic. This eroded demand for sports drinks by making these products less affordable for a wide range of con...

Euromonitor International's Sports 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: Reduced Sugar Sports Drinks, Regular 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 Sports 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.

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Prices surge due to the impact of Russia's invasion of Ukraine on the global economy

Consumer perceptions of sports drinks are divisive

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Sponsor likely to retain its dominant position in sports drinks over the forecast period

PET bottle refreshes the traditional image of sport drinks

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