

Sports Drinks in Thailand

Market Direction | 2022-12-05 | 28 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

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.

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:

Sports Drinks in Thailand
Euromonitor International
December 2022

List Of Contents And Tables

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 1 Off-trade Sales of Sports Drinks: Volume 2017-2022

Table 2 Off-trade Sales of Sports Drinks: Value 2017-2022

Table 3 Off-trade Sales of Sports Drinks: % Volume Growth 2017-2022

Table 4 Off-trade Sales of Sports Drinks: % Value Growth 2017-2022

Table 5 NBO Company Shares of Off-trade Sports Drinks: % Volume 2018-2022

Table 6 LBN Brand Shares of Off-trade Sports Drinks: % Volume 2019-2022

Table 7 NBO Company Shares of Off-trade Sports Drinks: % Value 2018-2022

Table 8 LBN Brand Shares of Off-trade Sports Drinks: % Value 2019-2022

Table 9 Forecast Off-trade Sales of Sports Drinks: Volume 2022-2027

Table 10 Forecast Off-trade Sales of Sports Drinks: Value 2022-2027

Table 11 Forecast Off-trade Sales of Sports Drinks: % Volume Growth 2022-2027

Table 12 Forecast Off-trade Sales of Sports Drinks: % Value Growth 2022-2027

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

Table 14 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2017-2022

Table 15 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2017-2022

Table 16 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2017-2022

Table 17 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2021

Table 18 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2021

Table 19 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2021

Table 20 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2021

Table 21 Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2017-2022

Table 22 Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2017-2022

Table 23 Off-trade Sales of Soft Drinks by Category: Value 2017-2022

Table 24 Off-trade Sales of Soft Drinks by Category: % Value Growth 2017-2022

Table 25 Sales of Soft Drinks by Total Fountain On-trade: Volume 2017-2022

Table 26 Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2017-2022

Table 27 NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2018-2022

Table 28 LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2022

Table 29 NBO Company Shares of Off-trade Soft Drinks: % Value 2018-2022

Table 30 LBN Brand Shares of Off-trade Soft Drinks: % Value 2019-2022

Table 31 Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2017-2022

Table 32 Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2022

Table 33 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2022-2027

Table 34 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2022-2027

Table 35 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2022-2027

Table 36 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2022-2027

Table 37 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2022-2027

Table 38 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2022-2027

Table 39 Forecast Off-trade Sales of Soft Drinks by Category: Value 2022-2027

Table 40 Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2022-2027

Table 41 Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2022-2027

Table 42 Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2022-2027

APPENDIX

Fountain sales in Thailand

DISCLAIMER

SOURCES

Summary 1 Research Sources

Sports Drinks in Thailand

Market Direction | 2022-12-05 | 28 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	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		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*	Phone*	
First Name*	Last Name*	
Job title*		
Company Name*	EU Vat / Tax ID / NIP number*	
Address*	City*	
Zip Code*	Country*	
	Date	2026-02-19
	Signature	

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com