

Rtds in Thailand

Market Direction | 2023-06-22 | 24 pages | Euromonitor

AVAILABLE LICENSES:

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

Report description:

RTDs returned to volume growth in 2022 following two years of significant decline due to the markedly changed conditions of the COVID-19 crisis. However, sales remained well below the levels seen immediately prior to the pandemic. Despite the maturity of the RTDs category, consumers have been increasingly consuming the product since the lockdown ended, thanks largely to RTDs' potential for on-the-go consumption. Consumers have returned to their normal routines and have engaged in more outdoor ac...

Euromonitor International's RTDs 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 (2018-2022), 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 2027 illustrate how the market is set to change.

Product coverage: Malt-based RTDs, Non Alcoholic RTDs, Other RTDs, Spirit-based RTDs, Wine-based RTDs.

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

Why buy this report?

- * Get a detailed picture of the RTDs 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:

Rtds in Thailand
Euromonitor International
June 2023

List Of Contents And Tables

RTDS IN THAILAND

KEY DATA FINDINGS

2022 DEVELOPMENTS

RTDs market recovers, thanks to on-the-go consumption potential

Price-sensitive attitude impedes consumer choices

Siam Winery and its Spy brand maintains outright lead in 2022

PROSPECTS AND OPPORTUNITIES

RTDs players seek further opportunity to grasp shochu/soju demand

Smirnoff Midnight highlights the market's growth

Potential for the development of products with a healthier positioning

CATEGORY DATA

Table 1 Sales of RTDs by Category: Total Volume 2017-2022

Table 2 Sales of RTDs by Category: Total Value 2017-2022

Table 3 Sales of RTDs by Category: % Total Volume Growth 2017-2022

Table 4 Sales of RTDs by Category: % Total Value Growth 2017-2022

Table 5 Sales of RTDs by Off-trade vs On-trade: Volume 2017-2022

Table 6 Sales of RTDs by Off-trade vs On-trade: Value 2017-2022

Table 7 Sales of RTDs by Off-trade vs On-trade: % Volume Growth 2017-2022

Table 8 Sales of RTDs by Off-trade vs On-trade: % Value Growth 2017-2022

Table 9 GBO Company Shares of RTDs: % Total Volume 2018-2022

Table 10 □NBO Company Shares of RTDs: % Total Volume 2018-2022

Table 11 □LBN Brand Shares of RTDs: % Total Volume 2019-2022

Table 12 □Forecast Sales of RTDs by Category: Total Volume 2022-2027

Table 13 □Forecast Sales of RTDs by Category: Total Value 2022-2027

Table 14 □Forecast Sales of RTDs by Category: % Total Volume Growth 2022-2027

Table 15 □Forecast Sales of RTDs by Category: % Total Value Growth 2022-2027

ALCOHOLIC DRINKS IN THAILAND

EXECUTIVE SUMMARY

Alcoholic drinks in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

On-trade vs off-trade split

What next for alcoholic drinks?

MARKET BACKGROUND

Legislation

Legal purchasing age and legal drinking age

Drink driving

Advertising

Smoking ban

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Opening hours

On-trade establishments

Table 16 Number of On-trade Establishments by Type 2016-2022

TAXATION AND DUTY LEVIES

Summary 1 Taxation and Duty Levies on Alcoholic Drinks 2022

OPERATING ENVIRONMENT

Contraband/parallel trade

Duty free

Cross-border/private imports

KEY NEW PRODUCT LAUNCHES

Premiumisation strategies

Targeting young consumers of legal drinking age

Outlook

MARKET INDICATORS

Table 17 Retail Consumer Expenditure on Alcoholic Drinks 2017-2022

MARKET DATA

Table 18 Sales of Alcoholic Drinks by Category: Total Volume 2017-2022

Table 19 Sales of Alcoholic Drinks by Category: Total Value 2017-2022

Table 20 Sales of Alcoholic Drinks by Category: % Total Volume Growth 2017-2022

Table 21 Sales of Alcoholic Drinks by Category: % Total Value Growth 2017-2022

Table 22 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2022

Table 23 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2022

Table 24 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2022

Table 25 □Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2022

Table 26 □GBO Company Shares of Alcoholic Drinks: % Total Volume 2018-2022

Table 27 □Distribution of Alcoholic Drinks by Format: % Off-trade Value 2017-2022

Table 28 □Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2022

Table 29 □Forecast Sales of Alcoholic Drinks by Category: Total Volume 2022-2027

Table 30 □Forecast Sales of Alcoholic Drinks by Category: Total Value 2022-2027

Table 31 □Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2022-2027

Table 32 □Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 2 Research Sources

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Rtds in Thailand

Market Direction | 2023-06-22 | 24 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*	<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="2025-05-12"/>
		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