

## **Other Hot Drinks in Thailand**

Market Direction | 2023-12-18 | 22 pages | Euromonitor

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### **Report description:**

Malt-based hot drinks remained the dominant category in other hot drinks in 2023. Brands such as Ovaltine (AB Food & Beverages Thailand Ltd) and Milo (Nestle (Thai) Ltd) are popular choices among parents who wish to give their children a nutritional breakfast beverage before they leave for school. During the year, the category saw healthy growth in retail volume terms, supported by the return of busier schedules outside the home. This was in spite of price hikes, due to increasing raw material a...

Euromonitor International's Other Hot 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 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: Flavoured Powder Drinks, Other Plant-based Hot 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 Other Hot 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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Chocolate based drinks benefit from trend towards indulgence

Health and wellness trend continues to shape demand

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