

Juice in Thailand

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Report description:

Juice is traditionally seen as a healthy beverage in Thailand due to its high vitamin content. As such, off-trade volume sales saw healthy growth in 2023, continuing the trend of the previous year. Reconstituted 100% juice saw a particularly strong performance, as it was perceived as an especially healthy option. This was in spite of rising unit prices, due to higher raw material costs. Extreme weather, intensified by the climate crisis, had a detrimental effect on supply, while producers also b...

Euromonitor International's Juice 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 (2019-2023), 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 2028 illustrate how the market is set to change.

Product coverage: 100% Juice, Coconut and Other Plant Waters, Juice Drinks (up to 24% Juice), Nectars (25-99% Juice).

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

Why buy this report?

- * Get a detailed picture of the Juice 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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tel. 0048 603 394 346 e-mail: support@scott-international.com

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JUICE IN THAILAND

KEY DATA FINDINGS

2023 DEVELOPMENTS

Healthy growth for juice, despite rising unit prices, although the product's healthy image could be at threat

Functional juice drinks gain traction, thanks to continued immunity focus

Increased competition from new players

PROSPECTS AND OPPORTUNITIES

Players will focus on products with a healthier positioning, with coconut and other plant waters leading growth

Strong performance for foodservice, thanks to ongoing recovery of tourism

Innovation will be key to capturing new sources of growth

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