

Soft Drinks in Thailand

Market Direction | 2024-01-04 | 84 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €1750.00
- Multiple User License (1 Site) €3500.00
- Multiple User License (Global) €5250.00

Report description:

Sales of soft drinks saw healthy growth in volume terms in 2023, continuing the trend of the previous year. This was due partly to improved economic conditions, which had a positive impact on consumer spending. The ongoing recovery of inbound tourism also helped fuel sales, particularly within the on-trade channel, following the lifting of all remaining entry restrictions in October 2022. However, it is worth noting that demand remained below pre-COVID-19 levels, as consumers felt the effect of...

Euromonitor International's Soft 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 (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: Asian Speciality Drinks, Bottled Water, Carbonates, Concentrates, Energy Drinks, Juice, RTD Coffee, RTD Tea, 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 Soft 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.

Table of Contents:

Soft Drinks in Thailand

Euromonitor International

January 2024

List Of Contents And Tables

SOFT DRINKS IN THAILAND

EXECUTIVE SUMMARY

Soft drinks in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for soft drinks?

MARKET DATA

Table 1 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2018-2023

Table 2 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2018-2023

Table 3 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2018-2023

Table 4 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2018-2023

Table 5 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2022

Table 6 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2022

Table 7 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2022

Table 8 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2022

Table 9 Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2018-2023

Table 10 Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2018-2023

Table 11 Off-trade Sales of Soft Drinks by Category: Value 2018-2023

Table 12 Off-trade Sales of Soft Drinks by Category: % Value Growth 2018-2023

Table 13 Sales of Soft Drinks by Total Fountain On-trade: Volume 2018-2023

Table 14 Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2018-2023

Table 15 NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2023

Table 16 LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2023

Table 17 NBO Company Shares of Off-trade Soft Drinks: % Value 2019-2023

Table 18 LBN Brand Shares of Off-trade Soft Drinks: % Value 2020-2023

Table 19 Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2018-2023

Table 20 Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2023

Table 21 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2023-2028

Table 22 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2023-2028

Table 23 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2023-2028

Table 24 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2023-2028

Table 25 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2023-2028

Table 26 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2023-2028

Table 27 Forecast Off-trade Sales of Soft Drinks by Category: Value 2023-2028

Table 28 Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2023-2028

Table 29 Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2023-2028

Table 30 Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2023-2028

APPENDIX

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Fountain sales in Thailand

DISCLAIMER

SOURCES

Summary 1 Research Sources

CARBONATES IN THAILAND

KEY DATA FINDINGS

2023 DEVELOPMENTS

Impact of sugar tax continues to weigh on regular carbonates

Key players increase their unit prices, despite government controls

Flavour innovations seek to strengthen appeal amongst Gen Z consumers

PROSPECTS AND OPPORTUNITIES

Health and wellness trend will shape player's innovation efforts

Reduced-sugar carbonates will represent lucrative territory for manufacturers

Coca-Cola and PepsiCo will look to deliver on sustainability goals

CATEGORY DATA

Table 119 Off-trade vs On-trade Sales of Carbonates: Volume 2018-2023

Table 120 Off-trade vs On-trade Sales of Carbonates: Value 2018-2023

Table 121 Off-trade vs On-trade Sales of Carbonates: % Volume Growth 2018-2023

Table 122 Off-trade vs On-trade Sales of Carbonates: % Value Growth 2018-2023

Table 123 Off-trade Sales of Carbonates by Category: Volume 2018-2023

Table 124 Off-trade Sales of Carbonates by Category: Value 2018-2023

Table 125 Off-trade Sales of Carbonates by Category: % Volume Growth 2018-2023

Table 126 Off-trade Sales of Carbonates by Category: % Value Growth 2018-2023

Table 127 Total Sales of Carbonates by Fountain On-trade: Volume 2018-2023

Table 128 Total Sales of Carbonates by Fountain On-trade: % Volume Growth 2018-2023

Table 129 NBO Company Shares of Off-trade Carbonates: % Volume 2019-2023

Table 130 LBN Brand Shares of Off-trade Carbonates: % Volume 2020-2023

Table 131 NBO Company Shares of Off-trade Carbonates: % Value 2019-2023

Table 132 LBN Brand Shares of Off-trade Carbonates: % Value 2020-2023

Table 133 Forecast Off-trade Sales of Carbonates by Category: Volume 2023-2028

Table 134 Forecast Off-trade Sales of Carbonates by Category: Value 2023-2028

Table 135 Forecast Off-trade Sales of Carbonates by Category: % Volume Growth 2023-2028

Table 136 Forecast Off-trade Sales of Carbonates by Category: % Value Growth 2023-2028

Table 137 Forecast Total Sales of Carbonates by Fountain On-trade: Volume 2023-2028

Table 138 Forecast Total Sales of Carbonates by Fountain On-trade: % Volume Growth 2023-2028

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

CATEGORY DATA

Table 31 Off-trade Sales of Juice by Category: Volume 2018-2023

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Table 32 Off-trade Sales of Juice by Category: Value 2018-2023

Table 33 Off-trade Sales of Juice by Category: % Volume Growth 2018-2023

Table 34 Off-trade Sales of Juice by Category: % Value Growth 2018-2023

Table 35 NBO Company Shares of Off-trade Juice: % Volume 2019-2023

Table 36 LBN Brand Shares of Off-trade Juice: % Volume 2020-2023

Table 37 NBO Company Shares of Off-trade Juice: % Value 2019-2023

Table 38 LBN Brand Shares of Off-trade Juice: % Value 2020-2023

Table 39 Forecast Off-trade Sales of Juice by Category: Volume 2023-2028

Table 40 □Forecast Off-trade Sales of Juice by Category: Value 2023-2028

Table 41 □Forecast Off-trade Sales of Juice by Category: % Volume Growth 2023-2028

Table 42 □Forecast Off-trade Sales of Juice by Category: % Value Growth 2023-2028

BOTTLED WATER IN THAILAND

KEY DATA FINDINGS

2023 DEVELOPMENTS

Buoyant performance for bottled water

Growing demand for functional bottled water, assisted by high number of new product launches

Niche brands enter market with aggressive marketing strategies

PROSPECTS AND OPPORTUNITIES

Competition to intensify between leading players

Tourism is expected to boost demand for bottled water

Packaging innovation will grab consumers' demand

CATEGORY DATA

Table 43 Off-trade Sales of Bottled Water by Category: Volume 2018-2023

Table 44 Off-trade Sales of Bottled Water by Category: Value 2018-2023

Table 45 Off-trade Sales of Bottled Water by Category: % Volume Growth 2018-2023

Table 46 Off-trade Sales of Bottled Water by Category: % Value Growth 2018-2023

Table 47 NBO Company Shares of Off-trade Bottled Water: % Volume 2019-2023

Table 48 LBN Brand Shares of Off-trade Bottled Water: % Volume 2020-2023

Table 49 NBO Company Shares of Off-trade Bottled Water: % Value 2019-2023

Table 50 LBN Brand Shares of Off-trade Bottled Water: % Value 2020-2023

Table 51 Forecast Off-trade Sales of Bottled Water by Category: Volume 2023-2028

Table 52 □Forecast Off-trade Sales of Bottled Water by Category: Value 2023-2028

Table 53 □Forecast Off-trade Sales of Bottled Water by Category: % Volume Growth 2023-2028

Table 54 □Forecast Off-trade Sales of Bottled Water by Category: % Value Growth 2023-2028

SPORTS DRINKS IN THAILAND

KEY DATA FINDINGS

2023 DEVELOPMENTS

Slower than expected growth for sports drinks

Sugar tax begins to bite

Sponsor continues to dominate sales

PROSPECTS AND OPPORTUNITIES

Growing demand for no-sugar products, on back of health and wellness trend

New product development and event marketing will be key to building brand awareness

Offline channel will be key to growth

CATEGORY DATA

Table 55 Off-trade Sales of Sports Drinks: Volume 2018-2023

Table 56 Off-trade Sales of Sports Drinks: Value 2018-2023

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Table 57 Off-trade Sales of Sports Drinks: % Volume Growth 2018-2023

Table 58 Off-trade Sales of Sports Drinks: % Value Growth 2018-2023

Table 59 NBO Company Shares of Off-trade Sports Drinks: % Volume 2019-2023

Table 60 LBN Brand Shares of Off-trade Sports Drinks: % Volume 2020-2023

Table 61 NBO Company Shares of Off-trade Sports Drinks: % Value 2019-2023

Table 62 LBN Brand Shares of Off-trade Sports Drinks: % Value 2020-2023

Table 63 Forecast Off-trade Sales of Sports Drinks: Volume 2023-2028

Table 64 □Forecast Off-trade Sales of Sports Drinks: Value 2023-2028

Table 65 □Forecast Off-trade Sales of Sports Drinks: % Volume Growth 2023-2028

Table 66 □Forecast Off-trade Sales of Sports Drinks: % Value Growth 2023-2028

ENERGY DRINKS IN THAILAND

KEY DATA FINDINGS

2023 DEVELOPMENTS

Price increases dampen demand for energy drinks in 2023.

Players launched new products to capture attention of younger generation

Functional products serve to expand consumer base

PROSPECTS AND OPPORTUNITIES

Static performance expected, in face of increasing competition from other beverages

Players will focus on healthier, premium products

CATEGORY DATA

Table 67 Off-trade Sales of Energy Drinks: Volume 2018-2023

Table 68 Off-trade Sales of Energy Drinks: Value 2018-2023

Table 69 Off-trade Sales of Energy Drinks: % Volume Growth 2018-2023

Table 70 Off-trade Sales of Energy Drinks: % Value Growth 2018-2023

Table 71 NBO Company Shares of Off-trade Energy Drinks: % Volume 2019-2023

Table 72 LBN Brand Shares of Off-trade Energy Drinks: % Volume 2020-2023

Table 73 NBO Company Shares of Off-trade Energy Drinks: % Value 2019-2023

Table 74 LBN Brand Shares of Off-trade Energy Drinks: % Value 2020-2023

Table 75 Forecast Off-trade Sales of Energy Drinks: Volume 2023-2028

Table 76 □Forecast Off-trade Sales of Energy Drinks: Value 2023-2028

Table 77 □Forecast Off-trade Sales of Energy Drinks: % Volume Growth 2023-2028

Table 78 □Forecast Off-trade Sales of Energy Drinks: % Value Growth 2023-2028

CONCENTRATES IN THAILAND

KEY DATA FINDINGS

2023 DEVELOPMENTS

Minimal growth for concentrates in 2023

Powder concentrates continue to dominate sales

Hale's Blue Boy continues to lead in liquid concentrates

PROSPECTS AND OPPORTUNITIES

Pricing and health and wellness are likely to be key influences on demand over the forecast period

Further scope for innovation

Small players will focus on innovation to win over consumers

CATEGORY DATA

Concentrates conversions

Summary 2 Concentrates Conversion Factors for Ready-to-Drink (RTD) Format

Table 79 Off-trade Sales of Concentrates (RTD) by Category: Volume 2018-2023

Table 80 Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2018-2023

Table 81 Off-trade Sales of Concentrates by Category: Value 2018-2023

Table 82 Off-trade Sales of Concentrates by Category: % Value Growth 2018-2023

Table 83 LBN Brand Shares of Off-trade Concentrates (RTD): % Volume 2020-2023

Table 84 NBO Company Shares of Off-trade Concentrates: % Value 2019-2023

Table 85 LBN Brand Shares of Off-trade Concentrates: % Value 2020-2023

Table 86 NBO Company Shares of Off-trade Liquid Concentrates (RTD): % Volume 2019-2023

Table 87 LBN Brand Shares of Off-trade Liquid Concentrates (RTD): % Volume 2020-2023

Table 88 □NBO Company Shares of Off-trade Powder Concentrates (RTD): % Volume 2019-2023

Table 89 □LBN Brand Shares of Off-trade Powder Concentrates (RTD): % Volume 2020-2023

Table 90 □Forecast Off-trade Sales of Concentrates (RTD) by Category: Volume 2023-2028

Table 91 □Forecast Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2023-2028

Table 92 □Forecast Off-trade Sales of Concentrates by Category: Value 2023-2028

Table 93 □Forecast Off-trade Sales of Concentrates by Category: % Value Growth 2023-2028

RTD TEA IN THAILAND

KEY DATA FINDINGS

2023 DEVELOPMENTS

RTD tea is increasingly perceived as a healthier option

New product development helps to drive demand

Rising health and wellness trend leads to increasing interest in premium unsweetened RTD tea varieties

PROSPECTS AND OPPORTUNITIES

Oishi and Ichitan will continue to dominate through investment in new product launches

Health and wellness trend to drive demand for kombucha

Off-trade sales of RTD tea will see greater competition from foodservice options

CATEGORY DATA

Table 94 Off-trade Sales of RTD Tea by Category: Volume 2018-2023

Table 95 Off-trade Sales of RTD Tea by Category: Value 2018-2023

Table 96 Off-trade Sales of RTD Tea by Category: % Volume Growth 2018-2023

Table 97 Off-trade Sales of RTD Tea by Category: % Value Growth 2018-2023

Table 98 Leading Flavours for Off-trade RTD Tea: % Volume 2018-2023

Table 99 NBO Company Shares of Off-trade RTD Tea: % Volume 2019-2023

Table 100 LBN Brand Shares of Off-trade RTD Tea: % Volume 2020-2023

Table 101 NBO Company Shares of Off-trade RTD Tea: % Value 2019-2023

Table 102 LBN Brand Shares of Off-trade RTD Tea: % Value 2020-2023

Table 103 □Forecast Off-trade Sales of RTD Tea by Category: Volume 2023-2028

Table 104 □Forecast Off-trade Sales of RTD Tea by Category: Value 2023-2028

Table 105 □Forecast Off-trade Sales of RTD Tea by Category: % Volume Growth 2023-2028

Table 106 □Forecast Off-trade Sales of RTD Tea by Category: % Value Growth 2023-2028

RTD COFFEE IN THAILAND

KEY DATA FINDINGS

2023 DEVELOPMENTS

Return of busier lifestyles boosts demand for ?grab and go? coffee

Developing coffee culture encourages premiumisation through cafe-style RTD coffee

Boss Coffee launches aggressive marketing campaign in bid to conquer premium RTD coffee market

PROSPECTS AND OPPORTUNITIES

Investment in premium products will spur consumer demand

Manufacturers will tap into health and wellness trends

RTD coffee to face competition from foodservice options

CATEGORY DATA

- Table 107 Off-trade Sales of RTD Coffee: Volume 2018-2023
- Table 108 Off-trade Sales of RTD Coffee: Value 2018-2023
- Table 109 Off-trade Sales of RTD Coffee: % Volume Growth 2018-2023
- Table 110 Off-trade Sales of RTD Coffee: % Value Growth 2018-2023
- Table 111 NBO Company Shares of Off-trade RTD Coffee: % Volume 2019-2023
- Table 112 LBN Brand Shares of Off-trade RTD Coffee: % Volume 2020-2023
- Table 113 NBO Company Shares of Off-trade RTD Coffee: % Value 2019-2023
- Table 114 LBN Brand Shares of Off-trade RTD Coffee: % Value 2020-2023
- Table 115 Forecast Off-trade Sales of RTD Coffee: Volume 2023-2028
- Table 116 □Forecast Off-trade Sales of RTD Coffee: Value 2023-2028
- Table 117 □Forecast Off-trade Sales of RTD Coffee: % Volume Growth 2023-2028
- Table 118 □Forecast Off-trade Sales of RTD Coffee: % Value Growth 2023-2028

Soft Drinks in Thailand

Market Direction | 2024-01-04 | 84 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	€1750.00
	Multiple User License (1 Site)	€3500.00
	Multiple User License (Global)	€5250.00
		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	2026-02-07
	Signature	

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com