

Sports Drinks in Thailand

Market Direction | 2024-01-04 | 28 pages | Euromonitor

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Report description:

Off-trade sales of sports drinks saw an improved performance in volume terms in 2023, compared to the previous year. The core consumers of sport drinks in Thailand are blue-collar workers, such as farmers, drivers and labourers, who were particularly vulnerable to the economic fallout of the pandemic. Despite the return of Thais to their normal routines in 2023, including the revival of sport and fitness activities, sports drinks faced increased competition from other types of soft drinks, su...

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 (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: 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.

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Table of Contents:

Sports Drinks in Thailand
Euromonitor International
January 2024

List Of Contents And Tables

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 1 Off-trade Sales of Sports Drinks: Volume 2018-2023

Table 2 Off-trade Sales of Sports Drinks: Value 2018-2023

Table 3 Off-trade Sales of Sports Drinks: % Volume Growth 2018-2023

Table 4 Off-trade Sales of Sports Drinks: % Value Growth 2018-2023

Table 5 NBO Company Shares of Off-trade Sports Drinks: % Volume 2019-2023

Table 6 LBN Brand Shares of Off-trade Sports Drinks: % Volume 2020-2023

Table 7 NBO Company Shares of Off-trade Sports Drinks: % Value 2019-2023

Table 8 LBN Brand Shares of Off-trade Sports Drinks: % Value 2020-2023

Table 9 Forecast Off-trade Sales of Sports Drinks: Volume 2023-2028

Table 10 □Forecast Off-trade Sales of Sports Drinks: Value 2023-2028

Table 11 □Forecast Off-trade Sales of Sports Drinks: % Volume Growth 2023-2028

Table 12 □Forecast Off-trade Sales of Sports Drinks: % Value Growth 2023-2028

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

Table 14 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2018-2023

Table 15 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2018-2023

Table 16 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2018-2023

Table 17 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2022

Table 18 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2022

Table 19 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2022

Table 20 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2022

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Table 21	Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2018-2023
Table 22	Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2018-2023
Table 23	Off-trade Sales of Soft Drinks by Category: Value 2018-2023
Table 24	Off-trade Sales of Soft Drinks by Category: % Value Growth 2018-2023
Table 25	Sales of Soft Drinks by Total Fountain On-trade: Volume 2018-2023
Table 26	Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2018-2023
Table 27	NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2023
Table 28	LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2023
Table 29	NBO Company Shares of Off-trade Soft Drinks: % Value 2019-2023
Table 30	LBN Brand Shares of Off-trade Soft Drinks: % Value 2020-2023
Table 31	Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2018-2023
Table 32	Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2023
Table 33	Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2023-2028
Table 34	Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2023-2028
Table 35	Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2023-2028
Table 36	Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2023-2028
Table 37	Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2023-2028
Table 38	Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2023-2028
Table 39	Forecast Off-trade Sales of Soft Drinks by Category: Value 2023-2028
Table 40	Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2023-2028
Table 41	Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2023-2028
Table 42	Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2023-2028

APPENDIX

Fountain sales in Thailand

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SOURCES

Summary 1 Research Sources

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