

## Beer in Thailand

Market Direction | 2024-07-04 | 31 pages | Euromonitor

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### Report description:

Beer saw volume sales increase in Thailand in 2023. On-trade is considered an important distribution channel for beer in the Thai market. Many brand-sponsored events such as concerts and festivals are held to generate awareness and sales, though this practice was dropped during the pandemic. Beer did not see the same dynamism in online sales replacing on-trade and store-based retail as other product categories because the weight and shipping fee was not considered worth the purchase compared to...

Euromonitor International's Beer 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 or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Dark Beer, Lager, Non/Low Alcohol Beer, Stout.

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

### Why buy this report?

- \* Get a detailed picture of the Beer 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.

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Euromonitor International  
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