

Spirits in Thailand

Market Direction | 2024-07-04 | 33 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €995.00
- Multiple User License (1 Site) €1990.00
- Multiple User License (Global) €2985.00

Report description:

Spirits saw a rise in volume sales in Thailand in 2023. Thailand's vibrant hospitality and tourism industry makes a significant contribution to the consumption of spirits in the country. Tourist destinations, such as Bangkok, Phuket, and Chiang Mai, have a thriving nightlife scene with bars, clubs, and restaurants offering a wide selection of alcoholic beverages to both locals and visitors. Thailand has a mix of both local and international spirits brands available in the market. International b...

Euromonitor International's Spirits 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: Brandy and Cognac, Liqueurs, Non Alcoholic Spirits, Other Spirits, Rum, Tequila (and Mezcal), Whiskies, White Spirits.

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

Why buy this report?

- * Get a detailed picture of the Spirits 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.

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Table of Contents:

Spirits in Thailand
Euromonitor International
July 2024

List Of Contents And Tables

SPIRITS IN THAILAND

KEY DATA FINDINGS

2023 DEVELOPMENTS

Hospitality and tourism help to boost demand for spirits

Health and wellness trend exerting a downward pressure on spirits sales

Domestic manufacturers dominate

PROSPECTS AND OPPORTUNITIES

Craft spirits remain niche

Cocktail culture pushes demand for spirits, while new flavoured spirits set to gain consumer attention

Ongoing influence of health and wellness trend

CATEGORY BACKGROUND

Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology

Summary 1 Benchmark Brands 2023

CATEGORY DATA

Table 1 Sales of Spirits by Category: Total Volume 2018-2023

Table 2 Sales of Spirits by Category: Total Value 2018-2023

Table 3 Sales of Spirits by Category: % Total Volume Growth 2018-2023

Table 4 Sales of Spirits by Category: % Total Value Growth 2018-2023

Table 5 Sales of Spirits by Off-trade vs On-trade: Volume 2018-2023

Table 6 Sales of Spirits by Off-trade vs On-trade: Value 2018-2023

Table 7 Sales of Spirits by Off-trade vs On-trade: % Volume Growth 2018-2023

Table 8 Sales of Spirits by Off-trade vs On-trade: % Value Growth 2018-2023

Table 9 Sales of Dark Rum by Price Platform: % Total Volume 2018-2023

Table 10 Sales of White Rum by Price Platform: % Total Volume 2018-2023

Table 11 Sales of Other Blended Scotch Whisky by Price Platform: % Total Volume 2018-2023

Table 12 Sales of English Gin by Price Platform: % Total Volume 2018-2023

Table 13 Sales of Vodka by Price Platform: % Total Volume 2018-2023

Table 14 Sales of Vodka by Flavoured vs Non-flavoured: % Total Volume 2018-2023

Table 15 GBO Company Shares of Spirits: % Total Volume 2019-2023

Table 16 NBO Company Shares of Spirits: % Total Volume 2019-2023

Table 17 LBN Brand Shares of Spirits: % Total Volume 2020-2023

Table 18 Forecast Sales of Spirits by Category: Total Volume 2023-2028

Table 19 Forecast Sales of Spirits by Category: Total Value 2023-2028

Table 20 Forecast Sales of Spirits by Category: % Total Volume Growth 2023-2028

Table 21 Forecast Sales of Spirits by Category: % Total Value Growth 2023-2028

ALCOHOLIC DRINKS IN THAILAND

EXECUTIVE SUMMARY

Alcoholic drinks in 2023: The big picture

2023 key trends

Competitive landscape

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Retailing developments

On-trade vs off-trade split

What next for alcoholic drinks?

MARKET BACKGROUND

Legislation

Legal purchasing age and legal drinking age

Drink driving

Advertising

Smoking ban

Opening hours

On-trade establishments

Table 22 Number of On-trade Establishments by Type 2018-2023

TAXATION AND DUTY LEVIES

Summary 2 Taxation and Duty Levies on Alcoholic Drinks 2023

OPERATING ENVIRONMENT

Contraband/parallel trade

Duty free

Cross-border/private imports

KEY NEW PRODUCT LAUNCHES

Outlook

MARKET INDICATORS

Table 23 Retail Consumer Expenditure on Alcoholic Drinks 2018-2023

MARKET DATA

Table 24 Sales of Alcoholic Drinks by Category: Total Volume 2018-2023

Table 25 Sales of Alcoholic Drinks by Category: Total Value 2018-2023

Table 26 Sales of Alcoholic Drinks by Category: % Total Volume Growth 2018-2023

Table 27 Sales of Alcoholic Drinks by Category: % Total Value Growth 2018-2023

Table 28 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2023

Table 29 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2023

Table 30 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2023

Table 31 □Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2023

Table 32 □GBO Company Shares of Alcoholic Drinks: % Total Volume 2019-2023

Table 33 □Distribution of Alcoholic Drinks by Format: % Off-trade Value 2018-2023

Table 34 □Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2023

Table 35 □Forecast Sales of Alcoholic Drinks by Category: Total Volume 2023-2028

Table 36 □Forecast Sales of Alcoholic Drinks by Category: Total Value 2023-2028

Table 37 □Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2023-2028

Table 38 □Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 3 Research Sources

Spirits in Thailand

Market Direction | 2024-07-04 | 33 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	€995.00
	Multiple User License (1 Site)	€1990.00
	Multiple User License (Global)	€2985.00
	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	2026-02-09
	Signature	

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com