

**HW Hot Drinks in Thailand**

Market Direction | 2024-08-06 | 15 pages | Euromonitor

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**Report description:**

In 2023, hot drinks continued to be driven by health and wellness trends that included low sugar content and functional products offering higher specific value. To remain competitive, both small and large hot drinks brands have been introducing new products that align with these trends and cater for consumers' changing needs. While reducing sugar content in hot drinks is essential to meet the demands of health conscious consumers and respond to sugar taxes, introducing functional ingredients suc...

Euromonitor International's HW Hot Drinks in Thailand report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2019-2023, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: HW Coffee, HW Hot Drinks by Type, HW Other Hot Drinks, HW Tea.

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

**Why buy this report?**

- \* Get a detailed picture of the HW Hot 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.

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Increasing emphasis on functionality

Sugar remains a prominent concern, but sugar related claims struggle

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Positive outlook for the organic claim across hot drinks

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