

HW Soft Drinks in Thailand

Market Direction | 2024-08-06 | 16 pages | Euromonitor

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Report description:

Sugar has become a primary concern for health conscious consumers, the Thai Government and public health institutions in recent years. Globally, there has been an increasing amount of publicity around the role of sugar intake in the development of a broad range of health problems ranging across type 2 diabetes, hypertension and even cancer, but it is the part that sugar has played in the marked rise in levels of obesity, especially amongst children, that has really energised public debate about...

Euromonitor International's HW Soft 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 Asian Speciality Drinks, HW Bottled Water, HW Carbonates, HW Concentrates, HW Energy Drinks, HW Juice, HW RTD Coffee, HW RTD Tea, HW Soft Drinks by Type, HW 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 HW 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.

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reliable information resources to help drive informed strategic planning.

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HW SOFT DRINKS IN THAILAND

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Expanding range of no sugar and no added sugar soft drinks across categories

Growing emphasis on natural ingredients

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Functional benefits will be key to innovation and driving force behind health and wellness claims

Ongoing focus on sugar

Concerns about sweeteners present challenges for manufacturers looking to reduce sugar content

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HEALTH AND WELLNESS IN THAILAND

EXECUTIVE SUMMARY

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Consumer diet trends

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Blood pressure and cholesterol levels

Diabetes prevalence

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