

RTD Tea in Thailand

Market Direction | 2024-11-20 | 29 pages | Euromonitor

AVAILABLE LICENSES:

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

Report description:

RTD tea is expected to see an increase in off-trade volume sales in Thailand in 2024. Like other soft drinks categories, RTD tea is facing a significant challenge in adapting to the ongoing implementation of the sugar tax, which will see phase four introduced in 2025. RTD teas with a sugar content between 8% and 14% will incur an additional tax of THB2. This new phase will intensify pressure on RTD tea manufacturers and the broader market, as the tax includes biennial adjustments that increase t...

Euromonitor International's RTD Tea 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: Carbonated RTD Tea and Kombucha, Still RTD 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 RTD Tea 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:

RTD Tea in Thailand
Euromonitor International
November 2024

List Of Contents And Tables

RTD TEA IN THAILAND

KEY DATA FINDINGS

2024 DEVELOPMENTS

Phase four of the sugar tax to impact RTD teas from 2025

Smaller brands drive innovation in RTD tea category

Herbal RTD tea market expands with new entrants

PROSPECTS AND OPPORTUNITIES

Oishi Group faces increasing competition in RTD tea category

Ichitan diversifies beyond RTD tea, introducing new beverages to capture broader market

Boon Rawd Brewery Co Ltd expands Haru Cold Brew with health focus, driving premium segment

CATEGORY DATA

Table 1 Off-trade Sales of RTD Tea by Category: Volume 2019-2024

Table 2 Off-trade Sales of RTD Tea by Category: Value 2019-2024

Table 3 Off-trade Sales of RTD Tea by Category: % Volume Growth 2019-2024

Table 4 Off-trade Sales of RTD Tea by Category: % Value Growth 2019-2024

Table 5 Leading Flavours for Off-trade RTD Tea: % Volume 2019-2024

Table 6 NBO Company Shares of Off-trade RTD Tea: % Volume 2020-2024

Table 7 LBN Brand Shares of Off-trade RTD Tea: % Volume 2021-2024

Table 8 NBO Company Shares of Off-trade RTD Tea: % Value 2020-2024

Table 9 LBN Brand Shares of Off-trade RTD Tea: % Value 2021-2024

Table 10 □Forecast Off-trade Sales of RTD Tea by Category: Volume 2024-2029

Table 11 □Forecast Off-trade Sales of RTD Tea by Category: Value 2024-2029

Table 12 □Forecast Off-trade Sales of RTD Tea by Category: % Volume Growth 2024-2029

Table 13 □Forecast Off-trade Sales of RTD Tea by Category: % Value Growth 2024-2029

SOFT DRINKS IN THAILAND

EXECUTIVE SUMMARY

Soft drinks in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for soft drinks?

MARKET DATA

Table 14 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2019-2024

Table 15 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2019-2024

Table 16 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2019-2024

Table 17 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2019-2024

Table 18 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2024

Table 19 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2024

Table 20 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2024

Table 21	Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2024
Table 22	Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2019-2024
Table 23	Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2019-2024
Table 24	Off-trade Sales of Soft Drinks by Category: Value 2019-2024
Table 25	Off-trade Sales of Soft Drinks by Category: % Value Growth 2019-2024
Table 26	Sales of Soft Drinks by Total Fountain On-trade: Volume 2019-2024
Table 27	Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2019-2024
Table 28	NBO Company Shares of Total Soft Drinks (RTD): % Volume 2020-2024
Table 29	LBN Brand Shares of Total Soft Drinks (RTD): % Volume 2021-2024
Table 30	NBO Company Shares of On-trade Soft Drinks (RTD): % Volume 2020-2024
Table 31	LBN Brand Shares of On-trade Soft Drinks (RTD): % Volume 2021-2024
Table 32	NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2024
Table 33	LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2021-2024
Table 34	NBO Company Shares of Off-trade Soft Drinks: % Value 2020-2024
Table 35	LBN Brand Shares of Off-trade Soft Drinks: % Value 2021-2024
Table 36	Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2019-2024
Table 37	Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2019-2024
Table 38	Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2019-2024
Table 39	Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2024
Table 40	Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2024-2029
Table 41	Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2024-2029
Table 42	Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2024-2029
Table 43	Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2024-2029
Table 44	Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2024-2029
Table 45	Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2024-2029
Table 46	Forecast Off-trade Sales of Soft Drinks by Category: Value 2024-2029
Table 47	Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2024-2029
Table 48	Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2024-2029
Table 49	Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2024-2029

APPENDIX

Fountain sales in Thailand

Trends

DISCLAIMER

SOURCES

Summary 1 Research Sources

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

RTD Tea in Thailand

Market Direction | 2024-11-20 | 29 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*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-05-11"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com