

Sports Drinks in Thailand

Market Direction | 2024-11-20 | 28 pages | Euromonitor

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Report description:

Sports drinks is expected to see off-trade volumes increase in Thailand in 2024. The implementation of the sugar tax, with phase four coming in 2025 and adding a THB2 tax on beverages containing 8-14% sugar, has significantly impacted the sports drinks category by increasing prices for high-sugar products. As the tax specifically targets sugary drinks, sports drinks producers have been forced to raise their prices to cover the additional costs. This price increase has contributed to a decline in...

Euromonitor International's Sports Drinks 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: Reduced Sugar Sports Drinks, Regular 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 Sports 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.

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.

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Yanhee launches no sugar sports drink to challenge Sponsor's market dominance

Sponsor shifts focus to global markets, opening opportunities for Thai competitors

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