

Sports Drinks in Thailand

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

AVAILABLE LICENSES:

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

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.

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:

Sports Drinks in Thailand
Euromonitor International
November 2024

List Of Contents And Tables

SPORTS DRINKS IN THAILAND

KEY DATA FINDINGS

2024 DEVELOPMENTS

Sugar tax drives shift to reduced sugar sports drinks as prices rise

Sports drinks category stagnates in terms of innovation creating room for innovation

Rising prices in sports drinks create opportunity for affordable, high-quality alternatives

PROSPECTS AND OPPORTUNITIES

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

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

Gatorade's entry into reduced sugar products marks key opening move for global brand

CATEGORY DATA

Table 1 Off-trade Sales of Sports Drinks: Volume 2019-2024

Table 2 Off-trade Sales of Sports Drinks: Value 2019-2024

Table 3 Off-trade Sales of Sports Drinks: % Volume Growth 2019-2024

Table 4 Off-trade Sales of Sports Drinks: % Value Growth 2019-2024

Table 5 NBO Company Shares of Off-trade Sports Drinks: % Volume 2020-2024

Table 6 LBN Brand Shares of Off-trade Sports Drinks: % Volume 2021-2024

Table 7 NBO Company Shares of Off-trade Sports Drinks: % Value 2020-2024

Table 8 LBN Brand Shares of Off-trade Sports Drinks: % Value 2021-2024

Table 9 Forecast Off-trade Sales of Sports Drinks: Volume 2024-2029

Table 10 Forecast Off-trade Sales of Sports Drinks: Value 2024-2029

Table 11 Forecast Off-trade Sales of Sports Drinks: % Volume Growth 2024-2029

Table 12 Forecast Off-trade Sales of Sports Drinks: % 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 13 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2019-2024

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

Table 15 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2019-2024

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

Table 17 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 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 by Category: Value 2024

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

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Table 21 Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2019-2024

Table 22 Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2019-2024

Table 23 Off-trade Sales of Soft Drinks by Category: Value 2019-2024

Table 24 Off-trade Sales of Soft Drinks by Category: % Value Growth 2019-2024

Table 25 Sales of Soft Drinks by Total Fountain On-trade: Volume 2019-2024

Table 26 Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2019-2024

Table 27 NBO Company Shares of Total Soft Drinks (RTD): % Volume 2020-2024

Table 28 LBN Brand Shares of Total Soft Drinks (RTD): % Volume 2021-2024

Table 29 NBO Company Shares of On-trade Soft Drinks (RTD): % Volume 2020-2024

Table 30 LBN Brand Shares of On-trade Soft Drinks (RTD): % Volume 2021-2024

Table 31 NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2024

Table 32 LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2021-2024

Table 33 NBO Company Shares of Off-trade Soft Drinks: % Value 2020-2024

Table 34 LBN Brand Shares of Off-trade Soft Drinks: % Value 2021-2024

Table 35 Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2019-2024

Table 36 Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2019-2024

Table 37 Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2019-2024

Table 38 Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2024

Table 39 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2024-2029

Table 40 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2024-2029

Table 41 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2024-2029

Table 42 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2024-2029

Table 43 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2024-2029

Table 44 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2024-2029

Table 45 Forecast Off-trade Sales of Soft Drinks by Category: Value 2024-2029

Table 46 Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2024-2029

Table 47 Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2024-2029

Table 48 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

Sports Drinks in Thailand

Market Direction | 2024-11-20 | 28 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	2026-02-07
	Signature	

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com