



Euromonitor  
International

# Bottled Water in Thailand

November 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Bottled water category grows post-COVID-19 but faces saturation and concerns about plastic waste  
Vitamin water slows as new beverage trends emerge and challenge growth  
Health consciousness shifts demand from bottled water to water purifiers

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Bottled water brands apply innovative labels and pricing to attract consumers  
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