



Euromonitor  
International

# Other Hot Drinks in Thailand

December 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Malt-based hot drinks and chocolate-based flavoured powder drinks see negative retail volume growth amid price hikes

Health and wellness benefitting cereal-based drinks

Leading players in malt-based drinks compete with aggressive marketing strategy

PROSPECTS AND OPPORTUNITIES

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Chocolate-based drinks expected to benefit from slowdown in growth of cocoa prices

RTD counterparts preferred due to convenience and hotter weather

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