



Euromonitor  
International

# Health and Wellness in Thailand

August 2024

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## Health and Wellness in Thailand

### EXECUTIVE SUMMARY

Health and wellness in focus  
Consumer weight trends  
Consumer diet trends  
Health-related deaths  
Blood pressure and cholesterol levels  
Diabetes prevalence

### DISCLAIMER

## HW Hot Drinks in Thailand

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Major brands continue to build on their success through health focused innovation  
Increasing emphasis on functionality  
Sugar remains a prominent concern, but sugar related claims struggle

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Organic is leading claim as consumers look to avoid additives and potentially harmful ingredients

Growing interest in functionality

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