



Euromonitor
International

Soft Drinks in Thailand

November 2024

Table of Contents

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 1 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2019-2024

Table 2 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2019-2024

Table 3 - Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2019-2024

Table 4 - Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2019-2024

Table 5 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2024

Table 6 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2024

Table 7 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2024

Table 8 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2024

Table 9 - Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2019-2024

Table 10 - Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2019-2024

Table 11 - Off-trade Sales of Soft Drinks by Category: Value 2019-2024

Table 12 - Off-trade Sales of Soft Drinks by Category: % Value Growth 2019-2024

Table 13 - Sales of Soft Drinks by Total Fountain On-trade: Volume 2019-2024

Table 14 - Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2019-2024

Table 15 - NBO Company Shares of Total Soft Drinks (RTD): % Volume 2020-2024

Table 16 - LBN Brand Shares of Total Soft Drinks (RTD): % Volume 2021-2024

Table 17 - NBO Company Shares of On-trade Soft Drinks (RTD): % Volume 2020-2024

Table 18 - LBN Brand Shares of On-trade Soft Drinks (RTD): % Volume 2021-2024

Table 19 - NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2024

Table 20 - LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2021-2024

Table 21 - NBO Company Shares of Off-trade Soft Drinks: % Value 2020-2024

Table 22 - LBN Brand Shares of Off-trade Soft Drinks: % Value 2021-2024

Table 23 - Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2019-2024

Table 24 - Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2019-2024

Table 25 - Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2019-2024

Table 26 - Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2024

Table 27 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2024-2029

Table 28 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2024-2029

Table 29 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2024-2029

Table 30 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2024-2029

Table 31 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2024-2029

Table 32 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2024-2029

Table 33 - Forecast Off-trade Sales of Soft Drinks by Category: Value 2024-2029

Table 34 - Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2024-2029

Table 35 - Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2024-2029

Table 36 - 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

Bottled Water in Thailand

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

PROSPECTS AND OPPORTUNITIES

Bottled water brands apply innovative labels and pricing to attract consumers

New local herb-infused drink offers opportunity in functional segment

Natural mineral water to grow with unique branding and new entrants

CATEGORY DATA

Table 37 - Off-trade Sales of Bottled Water by Category: Volume 2019-2024

Table 38 - Off-trade Sales of Bottled Water by Category: Value 2019-2024

Table 39 - Off-trade Sales of Bottled Water by Category: % Volume Growth 2019-2024

Table 40 - Off-trade Sales of Bottled Water by Category: % Value Growth 2019-2024

Table 41 - NBO Company Shares of Off-trade Bottled Water: % Volume 2020-2024

Table 42 - LBN Brand Shares of Off-trade Bottled Water: % Volume 2021-2024

Table 43 - NBO Company Shares of Off-trade Bottled Water: % Value 2020-2024

Table 44 - LBN Brand Shares of Off-trade Bottled Water: % Value 2021-2024

Table 45 - Forecast Off-trade Sales of Bottled Water by Category: Volume 2024-2029

Table 46 - Forecast Off-trade Sales of Bottled Water by Category: Value 2024-2029

Table 47 - Forecast Off-trade Sales of Bottled Water by Category: % Volume Growth 2024-2029

Table 48 - Forecast Off-trade Sales of Bottled Water by Category: % Value Growth 2024-2029

Carbonates in Thailand

KEY DATA FINDINGS

2024 DEVELOPMENTS

Implications of fourth phase of sugar tax for market competition in carbonates

WHO warning on non-sugar sweeteners poses new challenges for carbonates

Carbonates category continually boosted by rebranding and celebrity endorsements

PROSPECTS AND OPPORTUNITIES

Cola brands innovate with new flavours and no sugar options to revitalise market

Lemonade/lime to expand as brands shift focus from vitamin C to no sugar options

Smaller cans for higher margins while promoting standard sizes to maintain sales

CATEGORY DATA

Table 49 - Off-trade vs On-trade Sales of Carbonates: Volume 2019-2024

Table 50 - Off-trade vs On-trade Sales of Carbonates: Value 2019-2024

Table 51 - Off-trade vs On-trade Sales of Carbonates: % Volume Growth 2019-2024

Table 52 - Off-trade vs On-trade Sales of Carbonates: % Value Growth 2019-2024

Table 53 - Off-trade Sales of Carbonates by Category: Volume 2019-2024

Table 54 - Off-trade Sales of Carbonates by Category: Value 2019-2024

Table 55 - Off-trade Sales of Carbonates by Category: % Volume Growth 2019-2024

Table 56 - Off-trade Sales of Carbonates by Category: % Value Growth 2019-2024

Table 57 - Total Sales of Carbonates by Fountain On-trade: Volume 2019-2024
 Table 58 - Total Sales of Carbonates by Fountain On-trade: % Volume Growth 2019-2024
 Table 59 - NBO Company Shares of Off-trade Carbonates: % Volume 2020-2024
 Table 60 - LBN Brand Shares of Off-trade Carbonates: % Volume 2021-2024
 Table 61 - NBO Company Shares of Off-trade Carbonates: % Value 2020-2024
 Table 62 - LBN Brand Shares of Off-trade Carbonates: % Value 2021-2024
 Table 63 - Forecast Off-trade Sales of Carbonates by Category: Volume 2024-2029
 Table 64 - Forecast Off-trade Sales of Carbonates by Category: Value 2024-2029
 Table 65 - Forecast Off-trade Sales of Carbonates by Category: % Volume Growth 2024-2029
 Table 66 - Forecast Off-trade Sales of Carbonates by Category: % Value Growth 2024-2029
 Table 67 - Forecast Total Sales of Carbonates by Fountain On-trade: Volume 2024-2029
 Table 68 - Forecast Total Sales of Carbonates by Fountain On-trade: % Volume Growth 2024-2029

Concentrates in Thailand

KEY DATA FINDINGS

2024 DEVELOPMENTS

Sugar tax and rising costs drive up concentrates prices
 Hale's Blue Boy raises prices but maintains market lead
 Concentrates sales peak in summer with increased demand for refreshing beverages

PROSPECTS AND OPPORTUNITIES

Hello Boy disrupts market with trendy ambassadors and new packaging
 Coffee concentrates emerging in liquid subcategory
 Packaging innovation drives competition in concentrates

CATEGORY DATA

Concentrates Conversions
 Summary 2 - Concentrates Conversion Factors for Ready-to-Drink (RTD) Format
 Table 69 - Off-trade Sales of Concentrates (RTD) by Category: Volume 2019-2024
 Table 70 - Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2019-2024
 Table 71 - Off-trade Sales of Concentrates by Category: Value 2019-2024
 Table 72 - Off-trade Sales of Concentrates by Category: % Value Growth 2019-2024
 Table 73 - LBN Brand Shares of Off-trade Concentrates (RTD): % Volume 2021-2024
 Table 74 - NBO Company Shares of Off-trade Concentrates: % Value 2020-2024
 Table 75 - LBN Brand Shares of Off-trade Concentrates: % Value 2021-2024
 Table 76 - NBO Company Shares of Off-trade Liquid Concentrates (RTD): % Volume 2020-2024
 Table 77 - LBN Brand Shares of Off-trade Liquid Concentrates (RTD): % Volume 2021-2024
 Table 78 - NBO Company Shares of Off-trade Powder Concentrates (RTD): % Volume 2020-2024
 Table 79 - LBN Brand Shares of Off-trade Powder Concentrates (RTD): % Volume 2021-2024
 Table 80 - Forecast Off-trade Sales of Concentrates (RTD) by Category: Volume 2024-2029
 Table 81 - Forecast Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2024-2029
 Table 82 - Forecast Off-trade Sales of Concentrates by Category: Value 2024-2029
 Table 83 - Forecast Off-trade Sales of Concentrates by Category: % Value Growth 2024-2029

Juice in Thailand

KEY DATA FINDINGS

2024 DEVELOPMENTS

Sugar tax raises prices, shifting demand to lower-sugar juice
 Functional juices need innovation and credibility to stimulate demand
 Coconut water boosts market, while local freshness challenges larger brands

PROSPECTS AND OPPORTUNITIES

New 100% juice flavours tackle challenges of premium pricing and innovation
Malee leads premium juice segment with innovation and consumer focus
Tipco Chewy stimulates juice category, sparking new competition and opportunities

CATEGORY DATA

Table 84 - Off-trade Sales of Juice by Category: Volume 2019-2024
Table 85 - Off-trade Sales of Juice by Category: Value 2019-2024
Table 86 - Off-trade Sales of Juice by Category: % Volume Growth 2019-2024
Table 87 - Off-trade Sales of Juice by Category: % Value Growth 2019-2024
Table 88 - NBO Company Shares of Off-trade Juice: % Volume 2020-2024
Table 89 - LBN Brand Shares of Off-trade Juice: % Volume 2021-2024
Table 90 - NBO Company Shares of Off-trade Juice: % Value 2020-2024
Table 91 - LBN Brand Shares of Off-trade Juice: % Value 2021-2024
Table 92 - Forecast Off-trade Sales of Juice by Category: Volume 2024-2029
Table 93 - Forecast Off-trade Sales of Juice by Category: Value 2024-2029
Table 94 - Forecast Off-trade Sales of Juice by Category: % Volume Growth 2024-2029
Table 95 - Forecast Off-trade Sales of Juice by Category: % Value Growth 2024-2029

RTD Coffee in Thailand

KEY DATA FINDINGS

2024 DEVELOPMENTS

Phase four of sugar tax adds to pressure on RTD coffee, driving innovation and higher prices
Nescafé launches campaign with new products and sustainability focus
Premium RTD coffee grows with innovations and increased consumer preference

PROSPECTS AND OPPORTUNITIES

Amazon Café's RTD coffee launch may set new market benchmark
Black coffee trend stabilises with honey lemon introduced as a new star
Vending machines challenge RTD coffee, requiring strong value communication

CATEGORY DATA

Table 96 - Off-trade Sales of RTD Coffee: Volume 2019-2024
Table 97 - Off-trade Sales of RTD Coffee: Value 2019-2024
Table 98 - Off-trade Sales of RTD Coffee: % Volume Growth 2019-2024
Table 99 - Off-trade Sales of RTD Coffee: % Value Growth 2019-2024
Table 100 - NBO Company Shares of Off-trade RTD Coffee: % Volume 2020-2024
Table 101 - LBN Brand Shares of Off-trade RTD Coffee: % Volume 2021-2024
Table 102 - NBO Company Shares of Off-trade RTD Coffee: % Value 2020-2024
Table 103 - LBN Brand Shares of Off-trade RTD Coffee: % Value 2021-2024
Table 104 - Forecast Off-trade Sales of RTD Coffee: Volume 2024-2029
Table 105 - Forecast Off-trade Sales of RTD Coffee: Value 2024-2029
Table 106 - Forecast Off-trade Sales of RTD Coffee: % Volume Growth 2024-2029
Table 107 - Forecast Off-trade Sales of RTD Coffee: % Value Growth 2024-2029

RTD Tea in Thailand

KEY DATA FINDINGS

2024 DEVELOPMENTS

Phase four of the sugar tax to impact RTD teas from 2025
Smaller brands drive innovation in RTD tea category

Herbal RTD tea market expands with new entrants

PROSPECTS AND OPPORTUNITIES

Oishi Group faces increasing competition in RTD tea category

Ichitan diversifies beyond RTD tea, introducing new beverages to capture broader market

Boon Rawd Brewery Co Ltd expands Haru Cold Brew with health focus, driving premium segment

CATEGORY DATA

Table 108 - Off-trade Sales of RTD Tea by Category: Volume 2019-2024

Table 109 - Off-trade Sales of RTD Tea by Category: Value 2019-2024

Table 110 - Off-trade Sales of RTD Tea by Category: % Volume Growth 2019-2024

Table 111 - Off-trade Sales of RTD Tea by Category: % Value Growth 2019-2024

Table 112 - Leading Flavours for Off-trade RTD Tea: % Volume 2019-2024

Table 113 - NBO Company Shares of Off-trade RTD Tea: % Volume 2020-2024

Table 114 - LBN Brand Shares of Off-trade RTD Tea: % Volume 2021-2024

Table 115 - NBO Company Shares of Off-trade RTD Tea: % Value 2020-2024

Table 116 - LBN Brand Shares of Off-trade RTD Tea: % Value 2021-2024

Table 117 - Forecast Off-trade Sales of RTD Tea by Category: Volume 2024-2029

Table 118 - Forecast Off-trade Sales of RTD Tea by Category: Value 2024-2029

Table 119 - Forecast Off-trade Sales of RTD Tea by Category: % Volume Growth 2024-2029

Table 120 - Forecast Off-trade Sales of RTD Tea by Category: % Value Growth 2024-2029

Energy Drinks in Thailand

KEY DATA FINDINGS

2024 DEVELOPMENTS

Energy drinks rebranded to overcome image challenges and expand market

Phase four of sugar tax drives innovation and pricing strategies in energy drinks

Metal cans and new PET formats drive packaging innovation

PROSPECTS AND OPPORTUNITIES

Osotspa's new M-150 Sparkling intensifies competition in energy drinks

Suntory PepsiCo's Sting hits energy drinks with lifestyle focused strategy

Ready boosts premium segment with new flavours and health benefits

CATEGORY DATA

Table 121 - Off-trade Sales of Energy Drinks: Volume 2019-2024

Table 122 - Off-trade Sales of Energy Drinks: Value 2019-2024

Table 123 - Off-trade Sales of Energy Drinks: % Volume Growth 2019-2024

Table 124 - Off-trade Sales of Energy Drinks: % Value Growth 2019-2024

Table 125 - NBO Company Shares of Off-trade Energy Drinks: % Volume 2020-2024

Table 126 - LBN Brand Shares of Off-trade Energy Drinks: % Volume 2021-2024

Table 127 - NBO Company Shares of Off-trade Energy Drinks: % Value 2020-2024

Table 128 - LBN Brand Shares of Off-trade Energy Drinks: % Value 2021-2024

Table 129 - Forecast Off-trade Sales of Energy Drinks: Volume 2024-2029

Table 130 - Forecast Off-trade Sales of Energy Drinks: Value 2024-2029

Table 131 - Forecast Off-trade Sales of Energy Drinks: % Volume Growth 2024-2029

Table 132 - Forecast Off-trade Sales of Energy Drinks: % Value Growth 2024-2029

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 133 - Off-trade Sales of Sports Drinks: Volume 2019-2024
Table 134 - Off-trade Sales of Sports Drinks: Value 2019-2024
Table 135 - Off-trade Sales of Sports Drinks: % Volume Growth 2019-2024
Table 136 - Off-trade Sales of Sports Drinks: % Value Growth 2019-2024
Table 137 - NBO Company Shares of Off-trade Sports Drinks: % Volume 2020-2024
Table 138 - LBN Brand Shares of Off-trade Sports Drinks: % Volume 2021-2024
Table 139 - NBO Company Shares of Off-trade Sports Drinks: % Value 2020-2024
Table 140 - LBN Brand Shares of Off-trade Sports Drinks: % Value 2021-2024
Table 141 - Forecast Off-trade Sales of Sports Drinks: Volume 2024-2029
Table 142 - Forecast Off-trade Sales of Sports Drinks: Value 2024-2029
Table 143 - Forecast Off-trade Sales of Sports Drinks: % Volume Growth 2024-2029
Table 144 - Forecast Off-trade Sales of Sports Drinks: % Value Growth 2024-2029

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/soft-drinks-in-thailand/report.