



Euromonitor  
International

# Carbonates in Thailand

November 2024

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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  
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