



**Euromonitor
International**

Fine Wines/Champagne and Spirits in Thailand

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Urbanisation and familiarity of premium alcohol support demand in local market
- Premiumisation is evident in both foodservice and retail
- Rise in health-conscious drinking supported by marketing campaigns

PROSPECTS AND OPPORTUNITIES

- Positive performance predicted for fine wines/champagne and spirits
- Localisation is a long-term strategy for leading players
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DISCLAIMER

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- Summary 1 - Research Sources

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/fine-wines-champagne-and-spirits-in-thailand/report.