



Juice in Thailand

November 2024

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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
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