



HW Soft Drinks in Thailand

August 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Third phase of sugar tax drives new development and price increases
Expanding range of no sugar and no added sugar soft drinks across categories
Growing emphasis on natural ingredients

PROSPECTS AND OPPORTUNITIES

Functional benefits will be key to innovation and driving force behind health and wellness claims
Ongoing focus on sugar
Concerns about sweeteners present challenges for manufacturers looking to reduce sugar content

MARKET DATA

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Health and Wellness in Thailand - Industry Overview

EXECUTIVE SUMMARY

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

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