



Euromonitor
International

HW Soft Drinks in Thailand

August 2024

Table of Contents

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

Table 1 - Sales of Soft Drinks by Health and Wellness Type: Value 2019-2023
Table 2 - Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2019-2023
Table 3 - Company Shares of No Sugar Soft Drinks (Biggest HW Type in Global Soft Drinks): % Value 2019-2023
Table 4 - Company Shares of Energy Boosting Soft Drinks (2nd Biggest HW Type in Global Soft Drinks): % Value 2019-2023
Table 5 - Company Shares of Natural Soft Drinks (3rd Biggest HW Type in Global Soft Drinks): % Value 2019-2023
Table 6 - Company Shares of Good Source of Vitamins Soft Drinks (4th Biggest HW Type in Global Soft Drinks): % Value 2019-2023
Table 7 - Company Shares of Gluten Free Soft Drinks (5th Biggest HW Type in Global Soft Drinks): % Value 2019-2023
Table 8 - Forecast Sales of Soft Drinks by Health and Wellness Type: Value 2023-2028
Table 9 - Forecast Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2023-2028

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

DISCLAIMER

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/hw-soft-drinks-in-thailand/report.