

RTD Coffee in Thailand

January 2024

Table of Contents

RTD Coffee in Thailand - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Return of busier lifestyles boosts demand for "grab and go" coffee

Developing coffee culture encourages premiumisation through café-style RTD coffee

Boss Coffee launches aggressive marketing campaign in bid to conquer premium RTD coffee market

PROSPECTS AND OPPORTUNITIES

Investment in premium products will spur consumer demand

Manufacturers will tap into health and wellness trends

RTD coffee to face competition from foodservice options

CATEGORY DATA

Table 1 - Off-trade Sales of RTD Coffee: Volume 2018-2023

Table 2 - Off-trade Sales of RTD Coffee: Value 2018-2023

Table 3 - Off-trade Sales of RTD Coffee: % Volume Growth 2018-2023

Table 4 - Off-trade Sales of RTD Coffee: % Value Growth 2018-2023

Table 5 - NBO Company Shares of Off-trade RTD Coffee: % Volume 2019-2023

Table 6 - LBN Brand Shares of Off-trade RTD Coffee: % Volume 2020-2023

Table 7 - NBO Company Shares of Off-trade RTD Coffee: % Value 2019-2023

Table 8 - LBN Brand Shares of Off-trade RTD Coffee: % Value 2020-2023

Table 9 - Forecast Off-trade Sales of RTD Coffee: Volume 2023-2028

Table 10 - Forecast Off-trade Sales of RTD Coffee: Value 2023-2028

Table 11 - Forecast Off-trade Sales of RTD Coffee: % Volume Growth 2023-2028

Table 12 - Forecast Off-trade Sales of RTD Coffee: % Value Growth 2023-2028

Soft Drinks in Thailand - Industry Overview

EXECUTIVE SUMMARY

Soft drinks in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for soft drinks?

MARKET DATA

Table 13 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2018-2023

Table 14 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2018-2023

Table 15 - Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2018-2023

Table 16 - Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2018-2023

Table 17 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2022

Table 18 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2022

Table 19 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2022

Table 20 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2022

Table 21 - Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2018-2023

Table 22 - Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2018-2023

Table 23 - Off-trade Sales of Soft Drinks by Category: Value 2018-2023

Table 24 - Off-trade Sales of Soft Drinks by Category: % Value Growth 2018-2023

Table 25 - Sales of Soft Drinks by Total Fountain On-trade: Volume 2018-2023

Table 26 - Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2018-2023

Table 27 - NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2023

- Table 28 LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2023
- Table 29 NBO Company Shares of Off-trade Soft Drinks: % Value 2019-2023
- Table 30 LBN Brand Shares of Off-trade Soft Drinks: % Value 2020-2023
- Table 31 Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2018-2023
- Table 32 Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2023
- Table 33 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2023-2028
- Table 34 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2023-2028
- Table 35 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2023-2028
- Table 36 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2023-2028
- Table 37 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2023-2028
- Table 38 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2023-2028
- Table 39 Forecast Off-trade Sales of Soft Drinks by Category: Value 2023-2028
- Table 40 Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2023-2028
- Table 41 Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2023-2028
- Table 42 Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2023-2028

APPENDIX

Fountain sales in Thailand

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SOURCES

Summary 1 - Research Sources

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