

Bottled Water in Thailand

January 2024

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Bottled Water in Thailand - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Buoyant performance for bottled water Growing demand for functional bottled water, assisted by high number of new product launches Niche brands enter market with aggressive marketing strategies

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Competition to intensify between leading players Tourism is expected to boost demand for bottled water Packaging innovation will grab consumers' demand

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