

Spirits in Thailand

June 2023

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Spirits in Thailand - Category analysis

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2022 DEVELOPMENTS

Rise in global oil price shocks the market

Spirits sales increase through on-trade channels thanks to the recovery of tourism

Domestic manufacturers dominate

PROSPECTS AND OPPORTUNITIES

Premiumisation becomes the key marketing strategy for leading player

Change in consumers' behaviour after pandemic impacts spirits

Giant companies tapping into shochu/soju

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Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology

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