

Sports Drinks in Thailand

January 2024

Table of Contents

Sports Drinks in Thailand - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Slower than expected growth for sports drinks Sugar tax begins to bite Sponsor continues to dominate sales

PROSPECTS AND OPPORTUNITIES

Growing demand for no-sugar products, on back of health and wellness trend New product development and event marketing will be key to building brand awareness Offline channel will be key to growth

CATEGORY DATA

Table 1 - Off-trade Sales of Sports Drinks: Volume 2018-2023Table 2 - Off-trade Sales of Sports Drinks: Value 2018-2023Table 3 - Off-trade Sales of Sports Drinks: % Volume Growth 2018-2023Table 4 - Off-trade Sales of Sports Drinks: % Value Growth 2018-2023Table 5 - NBO Company Shares of Off-trade Sports Drinks: % Volume 2020-2023Table 6 - LBN Brand Shares of Off-trade Sports Drinks: % Volume 2019-2023Table 7 - NBO Company Shares of Off-trade Sports Drinks: % Value 2019-2023Table 8 - LBN Brand Shares of Off-trade Sports Drinks: % Value 2019-2023Table 9 - Forecast Off-trade Sales of Sports Drinks: Volume 2023-2028Table 10 - Forecast Off-trade Sales of Sports Drinks: % Volume Growth 2023-2028Table 11 - Forecast Off-trade Sales of Sports Drinks: % Volume Growth 2023-2028Table 12 - Forecast Off-trade Sales of Sports Drinks: % 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 (as sold) by Category: % Volume 2022
Table 20 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2022
Table 21 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2022
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: % Volume Growth 2018-2023
Table 23 - Off-trade Sales of Soft Drinks by Category: % Volume Growth 2018-2023
Table 24 - Off-trade Sales of Soft Drinks by Category: % Value 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: % Volume Growth 2023-2028
Table 39 - Forecast Off-trade Sales of Soft Drinks by Category: % Volume Growth 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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