

Rtds in Thailand

June 2023

Table of Contents

Rtds in Thailand - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

RTDs market recovers, thanks to on-the-go consumption potential Price-sensitive attitude impedes consumer choices Siam Winery and its Spy brand maintains outright lead in 2022

PROSPECTS AND OPPORTUNITIES

RTDs players seek further opportunity to grasp shochu/soju demand Smirnoff Midnight highlights the market's growth Potential for the development of products with a healthier positioning

CATEGORY DATA

Table 1 - Sales of RTDs by Category: Total Volume 2017-2022
Table 2 - Sales of RTDs by Category: Total Value 2017-2022
Table 3 - Sales of RTDs by Category: % Total Volume Growth 2017-2022
Table 4 - Sales of RTDs by Category: % Total Value Growth 2017-2022
Table 5 - Sales of RTDs by Off-trade vs On-trade: Volume 2017-2022
Table 6 - Sales of RTDs by Off-trade vs On-trade: Value 2017-2022
Table 7 - Sales of RTDs by Off-trade vs On-trade: % Volume Growth 2017-2022
Table 8 - Sales of RTDs by Off-trade vs On-trade: % Value Growth 2017-2022
Table 9 - GBO Company Shares of RTDs: % Total Volume 2018-2022
Table 10 - NBO Company Shares of RTDs: % Total Volume 2018-2022
Table 11 - LBN Brand Shares of RTDs: % Total Volume 2019-2022
Table 12 - Forecast Sales of RTDs by Category: Total Volume 2022-2027
Table 13 - Forecast Sales of RTDs by Category: % Total Volume Growth 2022-2027
Table 14 - Forecast Sales of RTDs by Category: % Total Volume Growth 2022-2027

Alcoholic Drinks in Thailand - Industry Overview

EXECUTIVE SUMMARY

Alcoholic drinks in 2022: The big picture 2022 key trends Competitive landscape Retailing developments On-trade vs off-trade split What next for alcoholic drinks?

MARKET BACKGROUND

Legislation Legal purchasing age and legal drinking age Drink driving Advertising Smoking ban Opening hours On-trade establishments Table 16 - Number of On-trade Establishments by Type 2016-2022

TAXATION AND DUTY LEVIES

Summary 1 - Taxation and Duty Levies on Alcoholic Drinks 2022

OPERATING ENVIRONMENT

Contraband/parallel trade Duty free Cross-border/private imports

KEY NEW PRODUCT LAUNCHES

Premiumisation strategies Targeting young consumers of legal drinking age Outlook

MARKET INDICATORS

Table 17 - Retail Consumer Expenditure on Alcoholic Drinks 2017-2022

MARKET DATA

Table 18 - Sales of Alcoholic Drinks by Category: Total Volume 2017-2022
Table 19 - Sales of Alcoholic Drinks by Category: Total Value 2017-2022
Table 20 - Sales of Alcoholic Drinks by Category: % Total Volume Growth 2017-2022
Table 21 - Sales of Alcoholic Drinks by Category: % Total Value Growth 2017-2022
Table 22 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2022
Table 23 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2022
Table 24 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2022
Table 25 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2022
Table 26 - GBO Company Shares of Alcoholic Drinks by Format: % Off-trade Value 2017-2022
Table 28 - Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2022
Table 29 - Forecast Sales of Alcoholic Drinks by Category: Total Volume 2022-2027
Table 30 - Forecast Sales of Alcoholic Drinks by Category: Total Volume 2022-2027
Table 31 - Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2022-2027
Table 32 - Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2022-2027

DISCLAIMER

SOURCES

Summary 2 - Research Sources

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