

# Tea in Thailand

December 2023

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## Tea in Thailand - Category analysis

## **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Foodservice sales benefit from increased levels of social interaction, but consumers feel the effects of rising prices
Tea manufacturers tap into health and wellness trend
Local brands expand by selling high quality products

## PROSPECTS AND OPPORTUNITIES

Health and sustainability trends will have impact on product innovation within tea during the forecast period Instant tea offers further potential, thanks to its convenience positioning Foodservice will see a strong recovery

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## **DISCLAIMER**

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