



Euromonitor
International

Hot Drinks in Thailand

November 2025

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EXECUTIVE SUMMARY

Price sensitivity, wellness trends, and innovation shape market dynamics

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

- Rising costs influence consumers' purchasing decisions
- Players must balance affordability with innovation
- Foodservice experience is evolving in Thailand
- Sustainability initiatives focus on packaging and local ingredients

WHAT'S NEXT?

- Despite positive outlook for hot drinks, challenges will remain
- Further rise of health and wellness trend to drive product development
- Innovation and diversification essential to adapt to changing demands

COMPETITIVE LANDSCAPE

- Nestlé (Thai) Ltd retains dominance through wide product portfolio
- Rising interest in Japanese products drives strong growth of OSK Sencha Green Tea

CHANNELS

- Wide geographical reach supports distribution via small local grocers
- The role of e-commerce continues to evolve in the distribution of hot drinks
- Foodservice vs retail split

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[Coffee in Thailand](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Instant coffee's enduring reign and the rise of premium pods in Thailand

INDUSTRY PERFORMANCE

Further growth in 2025 as convenient instant coffee drives overall demand

Urban and young professionals drive dynamic growth of fresh ground coffee pods

WHAT'S NEXT?

Promotional strategies to diverge between mass and premium coffee segments

Digital and technological advancements will drive efficiency and traceability

Health and wellness to redefine coffee consumption and product innovation

COMPETITIVE LANDSCAPE

Nestlé (Thai) Ltd's dominance supported by Nescafé portfolio

Rising demand for capsules drives dynamic growth of Nestlé Nespresso

CHANNELS

Consumers value convenience and different formats when purchasing coffee

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[Tea in Thailand](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Price rises drive consumer shifts while instant tea fuels dynamic growth

INDUSTRY PERFORMANCE

Navigating price hikes and evolving consumer habits in 2025

Flavour innovation and premiumisation drive dynamic growth in instant tea

WHAT'S NEXT?

Competition and wellness trends to shape a more niche-driven tea market
Product and processing innovation will drive convenience and premiumisation
Legislative environment and health awareness to strengthen functional and sustainable tea development

COMPETITIVE LANDSCAPE

Siam FB Products Co Ltd retains lead of competitive landscape
Competition intensifies in green tea
Increasing fragmentation proves a challenge for smaller or mid-tier players

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[Other Hot Drinks in Thailand](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Affordability, wellness, and digital transformation drive category evolution

INDUSTRY PERFORMANCE

Economic pressures reshape the role of chocolate and malt-based hot drinks
Cereal-based options help drive demand for other plant-based hot drinks

WHAT'S NEXT?

Price pressures and adult repositioning to reshape other hot drinks in Thailand
Digital and technological advancements will help strengthen value communication and functional proof
Health and wellness can reframe everyday consumption and renew occasions

COMPETITIVE LANDSCAPE

Ovaltine and Milo remain dominant through brand familiarity and price promotions
Local challengers redefine market momentum

CHANNELS

Small local grocers anchor accessibility to other hot drinks
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