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Retailing developments
Foodservice vs retail split
What next for soft drinks?

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KEY DATA FINDINGS

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RTD Coffee in Thailand

KEY DATA FINDINGS

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Coffee culture continues to develop helping to fuel demand for RTD products
Rising production costs shock the market

PROSPECTS AND OPPORTUNITIES

Birdy injects health and wellness into products to attract current consumers
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KEY DATA FINDINGS

2022 DEVELOPMENTS

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PROSPECTS AND OPPORTUNITIES

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KEY DATA FINDINGS

2022 DEVELOPMENTS

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Sugary taxation lightens up new development
Rising prices put pressure on volume sales, while M-150 cements its leading position

PROSPECTS AND OPPORTUNITIES

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E-sports offers huge potential for the growth and development of energy drinks
Osotspa launches reformulated product to add value

SPORTS DRINKS IN THAILAND

KEY DATA FINDINGS

2022 DEVELOPMENTS

Sport drinks on the slow path to recovery as life returns to relative normality
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PROSPECTS AND OPPORTUNITIES

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