

# Fine Wines/Champagne and Spirits in Thailand

October 2023

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## Fine Wines/Champagne and Spirits in Thailand - Category analysis

#### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Fine wines/champagne and spirits continues its recovery in 2023

Fine wines the biggest category, luxury spirits most dynamic in 2023

Diageo Moët Henessy (Thailand) Ltd is the number one player in fine wines/champagne and spirits in 2022

## PROSPECTS AND OPPORTUNITIES

Value sales of fine wines/champagne and spirits to continue increasing over the forecast period Luxury spirits will be most dynamic over 2023-2028

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