

Fine Wines/Champagne and Spirits in Thailand

July 2022

Table of Contents

Fine Wines/Champagne and Spirits in Thailand - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Pandemic restrictions still slightly hamper demand

Drinking still generally takes place at home

New product developments and campaigns

PROSPECTS AND OPPORTUNITIES

Steady recovery once tourism resumes

Regulations will affect demand

More dining spaces due to urbanisation

CATEGORY DATA

Table 1 - Sales of Fine Wines/Champagne and Spirits by Category: Value 2017-2022

Table 2 - Sales of Fine Wines/Champagne and Spirits by Category: % Value Growth 2017-2022

Table 3 - NBO Company Shares of Fine Wines/Champagne and Spirits: % Value 2017-2021

Table 4 - LBN Brand Shares of Fine Wines/Champagne and Spirits: % Value 2018-2021

Table 5 - Distribution of Fine Wines/Champagne and Spirits by Format: % Value 2017-2022

Table 6 - Forecast Sales of Fine Wines/Champagne and Spirits by Category: Value 2022-2027

Table 7 - Forecast Sales of Fine Wines/Champagne and Spirits by Category: % Value Growth 2022-2027

Luxury Goods in Thailand - Industry Overview

EXECUTIVE SUMMARY

Luxury goods in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for luxury goods?

MARKET DATA

Table 8 - Sales of Luxury Goods by Category: Value 2017-2022

Table 9 - Sales of Luxury Goods by Category: % Value Growth 2017-2022

Table 10 - Inbound Receipts for Luxury Goods by Country of Origin: Value 2017-2022

Table 11 - NBO Company Shares of Luxury Goods: % Value 2017-2021

Table 12 - LBN Brand Shares of Luxury Goods: % Value 2018-2021

Table 13 - Distribution of Luxury Goods by Format and Category: % Value 2022

Table 14 - Forecast Sales of Luxury Goods by Category: Value 2022-2027

Table 15 - Forecast Sales of Luxury Goods by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/fine-wines-champagne-and-spirits-in-thailand/report.