



# Fine Wines/Champagne and Spirits in Thailand

October 2024

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

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#### 2024 DEVELOPMENTS

Urbanisation and familiarity of premium alcohol support demand in local market

Premiumisation is evident in both foodservice and retail

Rise in health-conscious drinking supported by marketing campaigns

#### PROSPECTS AND OPPORTUNITIES

Positive performance predicted for fine wines/champagne and spirits

Localisation is a long-term strategy for leading players

Sustainability to increasingly feature as part of leading players' strategies

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