



# Juice in Thailand

January 2024

Table of Contents

## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Healthy growth for juice, despite rising unit prices, although the product's healthy image could be at threat  
Functional juice drinks gain traction, thanks to continued immunity focus  
Increased competition from new players

### PROSPECTS AND OPPORTUNITIES

Players will focus on products with a healthier positioning, with coconut and other plant waters leading growth  
Strong performance for foodservice, thanks to ongoing recovery of tourism  
Innovation will be key to capturing new sources of growth

### CATEGORY DATA

- Table 1 - Off-trade Sales of Juice by Category: Volume 2018-2023
- Table 2 - Off-trade Sales of Juice by Category: Value 2018-2023
- Table 3 - Off-trade Sales of Juice by Category: % Volume Growth 2018-2023
- Table 4 - Off-trade Sales of Juice by Category: % Value Growth 2018-2023
- Table 5 - NBO Company Shares of Off-trade Juice: % Volume 2019-2023
- Table 6 - LBN Brand Shares of Off-trade Juice: % Volume 2020-2023
- Table 7 - NBO Company Shares of Off-trade Juice: % Value 2019-2023
- Table 8 - LBN Brand Shares of Off-trade Juice: % Value 2020-2023
- Table 9 - Forecast Off-trade Sales of Juice by Category: Volume 2023-2028
- Table 10 - Forecast Off-trade Sales of Juice by Category: Value 2023-2028
- Table 11 - Forecast Off-trade Sales of Juice by Category: % Volume Growth 2023-2028
- Table 12 - Forecast Off-trade Sales of Juice by Category: % Value Growth 2023-2028

## Soft Drinks in Thailand - Industry Overview

### EXECUTIVE SUMMARY

- Soft drinks in 2023: The big picture
- 2023 key trends
- Competitive landscape
- Retailing developments
- Foodservice vs retail split
- What next for soft drinks?

### MARKET DATA

- Table 13 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2018-2023
- Table 14 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2018-2023
- Table 15 - Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2018-2023
- Table 16 - Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2018-2023
- Table 17 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2023
- Table 18 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2023
- Table 19 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2023
- Table 20 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2023
- Table 21 - Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2018-2023
- Table 22 - Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2018-2023
- Table 23 - Off-trade Sales of Soft Drinks by Category: Value 2018-2023
- Table 24 - Off-trade Sales of Soft Drinks by Category: % Value Growth 2018-2023
- Table 25 - Sales of Soft Drinks by Total Fountain On-trade: Volume 2018-2023
- Table 26 - Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2018-2023
- Table 27 - NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2023

Table 28 - LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2023  
Table 29 - NBO Company Shares of Off-trade Soft Drinks: % Value 2019-2023  
Table 30 - LBN Brand Shares of Off-trade Soft Drinks: % Value 2020-2023  
Table 31 - Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2018-2023  
Table 32 - Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2023  
Table 33 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2023-2028  
Table 34 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2023-2028  
Table 35 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2023-2028  
Table 36 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2023-2028  
Table 37 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2023-2028  
Table 38 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2023-2028  
Table 39 - Forecast Off-trade Sales of Soft Drinks by Category: Value 2023-2028  
Table 40 - Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2023-2028  
Table 41 - Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2023-2028  
Table 42 - Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2023-2028

## APPENDIX

Fountain sales in Thailand

## 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/juice-in-thailand/report](http://www.euromonitor.com/juice-in-thailand/report).