

# HW Soft Drinks in Thailand

<https://marketpublishers.com/r/HCE41C4D27AFEN.html>

Date: January 2024

Pages: 11

Price: US\$ 990.00 (Single User License)

ID: HCE41C4D27AFEN

## Abstracts

Due to the postponement of the third phase of the sugar tax in Thailand, which was postponed from 1 October 2022 to take effect on 31 March 2023, carbonated beverage players have had to act quickly to launch innovative products in response. Most beverages with an average sugar content of 10-14g per 100ml are now subject to a threefold increase in sugar-based taxes, resulting in a price increase of approximately 10%. Additionally, local consumers are increasingly concerned about their sugar and c...

Euromonitor International's HW Soft Drinks in Thailand report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2019-2023, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: HW Asian Speciality Drinks, HW Bottled Water, HW Carbonates, HW Concentrates, HW Energy Drinks, HW Juice, HW RTD Coffee, HW RTD Tea, HW Soft Drinks by Type, HW Sports Drinks.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the HW Soft Drinks market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

## Contents

HW Soft Drinks in Thailand  
Euromonitor International  
January 2024

### **LIST OF CONTENTS AND TABLES**

HW SOFT DRINKS IN THAILAND  
KEY DATA FINDINGS

### **2022 DEVELOPMENTS**

Sugar tax drives new development in health and wellness soft drinks

Good source of minerals is leading claim, as consumers appreciate fortified/functional soft drinks

No sugar driven by health and obesity concerns

### **PROSPECTS AND OPPORTUNITIES**

Functional benefits will be key innovation and driving force behind health and wellness claims

Consumers to remain attracted to soft drinks with good source of minerals

Brain health and memory to increase as consumers look to support cognitive function

### **CATEGORY DATA**

Table 1 Sales of Soft Drinks by Health and Wellness Type: Value 2019-2022

Table 2 Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2019-2022

Table 3 Company Shares of No Sugar Soft Drinks (Biggest HW Type in Global Soft Drinks): % Value 2019-2022

Table 4 Company Shares of Energy Boosting Soft Drinks (2nd Biggest HW Type in Global Soft Drinks): % Value 2019-2022

Table 5 Company Shares of Natural Soft Drinks (3rd Biggest HW Type in Global Soft Drinks): % Value 2019-2022

Table 6 Company Shares of Good Source of Vitamins Soft Drinks (4th Biggest HW Type in Global Soft Drinks): % Value 2019-2022

Table 7 Forecast Sales of Soft Drinks by Health and Wellness Type: Value 2022-2027

Table 8 Forecast Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2022-2027

### **HEALTH AND WELLNESS IN THAILAND**

### **EXECUTIVE SUMMARY**

Overview

## DISCLAIMER

## I would like to order

Product name: HW Soft Drinks in Thailand

Product link: <https://marketpublishers.com/r/HCE41C4D27AFEN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/HCE41C4D27AFEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970