

# Naturally Healthy Beverages in Thailand

<https://marketpublishers.com/r/NBBD252F699EN.html>

Date: February 2022

Pages: 28

Price: US\$ 990.00 (Single User License)

ID: NBBD252F699EN

## Abstracts

The Coronavirus (COVID-19) pandemic has led to widespread changes in consumer lifestyles and consumption habits in Thailand. The emphasis on health and immunity, as well as longer time spent in the home, encouraged consumers to focus their spending on fresh, more natural and unsweetened food and drinks. This had a negative impact on NH 100% juice in 2020 in light of a growing demand for fresh juice, with many consumers turning to squeezing their own juice drinks at home. Juice players face stron...

Euromonitor International's Naturally Healthy Beverages 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 2017-2021, 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 2026 illustrate how the market is set to change.

**Product coverage:** NH Hot Drinks, NH Soft 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 Naturally Healthy Beverages 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.

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