

Thailand Beer Industry Research Report 2023-2032

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Abstracts

For decades, burdensome liquor laws allowed only a few large breweries to dominate the market and barred small-scale newcomers from entering. In early November 2022, Thailand began implementing new regulations for the liquor industry, which lowered the barriers to entry for small businesses. Under the original regulations, in order to obtain a brewing license, a brewery had to have a minimum capital of 10 million baht (US\$ 286,000) and annual beer production of 100,000 to 1 million liters, both of which were eliminated under the new regulations. The implementation of the new regulations will help other companies enter the market and promote diversity.

The Thai beer market is oligopolistic, consisting of several major players, namely Boon Rawd Brewery Co., Ltd. The first and largest brewery established in 1933, produces Singha, Leo, U Beer, etc. and holds 55-60% of the market. Thai Breweries is the second largest brewer with major brands including Chang, Archa and Federbrau with 35-40% of the market. TAPB, the producer of Heineken, Tiger and Cheers, has 4-5% of the market. The remaining 0.5-1% are Thai craft and imported beers.

In the past, the Thai beer market has grown steadily, but in recent years it has grown due to innovations by Thai beer companies such as Singha and Chang to attract new customers. Today, ultra-premium beer has a market share of less than 1%, but CRI expects its share to rise rapidly as the new generation of consumers likes to try and taste new things, which is in line with the trend in the global beer market.

In 2021, Thailand exported \$106 million of beer, making it the world's 19th largest beer exporter. In the same year, beer was Thailand's 309th largest export product. The main destinations for Thai beer exports are Myanmar (US\$40 million), the United Arab Emirates (US\$18 million), Cambodia (US\$11.5 million), the United Kingdom (US\$4.55 million), and Israel (US\$3.71 million). The fastest-growing markets for Thai beer exports from 2020 to 2021 were Myanmar (US\$9.54 million), the United Kingdom (US\$1.46

million), and the United States (US\$1.46 million). The fastest growing markets for Thai beer exports from 2020 to 2021 are Myanmar (\$9.54 million), the UK (\$1.46 million) and the US (\$1.46 million).

CRI expects Thailand's beer industry to experience rapid growth from 2023-2032 as the negative impacts of COVID-19 on the economy have largely been eliminated, and there are significant market opportunities for global investors. CRI expects export value of Thailand's beer to reach US\$ 300 million by 2032, with a compound annual growth rate (CAGR) of 10.8% from 2023 to 2032.

Topics covered:

Thailand Beer Industry Overview

Economic and Policy Environment of the Thai Beer Industry

What is the impact of COVID-19 on the Thai beer industry?

Thailand Beer Industry Market Size, 2023-2032

Analysis of major Thai beer industry players

Key Drivers and Market Opportunities in the Thai Beer Industry

What are the key drivers, challenges and opportunities for the beer industry in Thailand during the forecast period 2023-2032?

Which are the key players in the Thailand Beer Industry market and what are their competitive advantages?

What is the expected revenue of the Thailand Beer Industry market during the forecast period of 2023-2032?

What strategies have been adopted by the key players in the market to increase their market share in the industry?

Which segment of the Thailand Beer Industry market is expected to dominate the market by 2032?

What are the major unfavorable factors facing the beer industry in Thailand?

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