

Alcoholic Beverages Market in Thailand 2021

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Abstracts

Alcoholic beverages comprise a large group of beverages that contain varying amounts of alcohol. Alcoholic beverages produced on an industrial scale include beer, wine, cider, RTDs and distilled spirits. According to StrategyHelix, the alcoholic beverages market in Thailand is expected to increase by US\$ 4,867 million during 2021-2027, expanding at a CAGR of 4% during the forecast period.

The report provides up-to-date market size data for period 2017-2020 and forecast to 2027 covering key market aspects like sales value for alcoholic beverages. The Thailand alcoholic beverages market is segmented on the basis of product, package, and distribution channel. Based on product, the alcoholic beverages market in Thailand is categorized into beer, cider, spirits, wine, RTDs. On the basis of package, the alcoholic beverages market in Thailand has been segmented into metal, glass, others. By distribution channel, the alcoholic beverages market in Thailand has been segmented into discount & convenience stores, online platform, specialized stores, supermarkets & hypermarkets, others.

Key companies profiled in the report include Thai Beverage Public Company Limited (ThaiBev), Boon Rawd Brewery Co. Ltd., Siam Winery Co. Ltd., Diageo plc, Heineken N.V.

Report Scope

Product: beer, cider, spirits, wine, RTDs

Package: metal, glass, others

Distribution channel: discount & convenience stores, online platform, specialized stores, supermarkets & hypermarkets, others

Years considered: this report covers the period 2017 to 2027

Key Benefits for Stakeholders

Get a comprehensive picture of the Thailand alcoholic beverages market
Identify regional strategies and strategic priorities on the basis of local data
Pinpoint growth sectors and trends for investment

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Thai Beverage Public Company Limited (ThaiBev)
Boon Rawd Brewery Co., Ltd.
Siam Winery Co., Ltd.
Diageo plc

Heineken N.V.
About StrategyHelix
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