

# Bottled Water Market in Thailand 2021

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## Abstracts

Bottled water is drinking water packaged into plastic or glass bottles. It can further be categorized as sparkling and still water, with or without flavoring. A study by StrategyHelix indicates that the bottled water market in Thailand is expected to increase by US\$ 680 million from 2021 to 2027, garnering a CAGR of 5.1% during the forecast period. Increasing awareness among people about consuming safe water, favorable government regulations and market initiatives, premiumization with the growth of fortified and flavored water are expected to boost the market growth in the coming years.

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 bottled water. The Thailand bottled water market is segmented on the basis of product, and distribution channel. Based on product, the bottled water market in Thailand is categorized into sparkling water, functional water, still water. The still water segment held the largest share of the Thailand bottled water market in 2020 and is anticipated to hold its share during the forecast period. On the basis of distribution channel, the bottled water market in Thailand has been segmented into convenience stores, hypermarkets, small grocers, supermarkets, others.

The Thailand bottled water market is highly competitive. The key players in the bottled water market include Boon Rawd Brewery Co. Ltd., Nestle S.A., PepsiCo Inc., Saha Pathanapibul Public Company Limited, Thai Beverage Public Company Limited, The Coca-Cola Company, Tipco Foods Public Company Limited.

The report is an invaluable resource for companies and organizations active in this industry. It provides a cohesive picture of the bottled water market to help drive informed decision making for industry executives, policy makers, academic, and analysts.

## Report Scope

Product: sparkling water, functional water, still water

Distribution channel: convenience stores, hypermarkets, small grocers, supermarkets, others

Years considered: this report covers the period 2017 to 2027

## Key Benefits for Stakeholders

Get a comprehensive picture of the Thailand bottled water market

Identify regional strategies and strategic priorities on the basis of local data

Pinpoint growth sectors and trends for investment

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Still water

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Hypermarkets  
Small grocers  
Supermarkets  
Others

### **PART 5. KEY COMPANIES**

Boon Rawd Brewery Co., Ltd.  
Nestle S.A.  
PepsiCo, Inc.  
Saha Pathanapibul Public Company Limited  
Thai Beverage Public Company Limited  
The Coca-Cola Company  
Tipco Foods Public Company Limited  
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