



Concentrates in Thailand

January 2024

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Concentrates in Thailand - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Minimal growth for concentrates in 2023
Powder concentrates continue to dominate sales
Hale's Blue Boy continues to lead in liquid concentrates

PROSPECTS AND OPPORTUNITIES

Pricing and health and wellness are likely to be key influences on demand over the forecast period
Further scope for innovation
Small players will focus on innovation to win over consumers

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