



# RTD Coffee in Thailand

January 2024

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## RTD Coffee in Thailand - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Return of busier lifestyles boosts demand for “grab and go” coffee

Developing coffee culture encourages premiumisation through café-style RTD coffee

Boss Coffee launches aggressive marketing campaign in bid to conquer premium RTD coffee market

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Manufacturers will tap into health and wellness trends

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