

# Cider/Perry in Thailand

July 2024

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## Cider/Perry in Thailand - Category analysis

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#### 2023 DEVELOPMENTS

Cider/perry remains challenging for players

Tourism boosts demand for premium cider

Thai Asia Pacific Brewery retains lead, while Siam Winery looks to build presence in category

#### PROSPECTS AND OPPORTUNITIES

Cider/perry will remain niche as it continues to face challenges over the forecast period

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