

Beer in Thailand

July 2024

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Beer in Thailand - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Foodservice gains back sales and growth from local consumers and tourism in post-pandemic period Inflation caused unit price increase Energy drinks player, Carabao, enters beer market to compete with the major brewers

PROSPECTS AND OPPORTUNITIES

Craft beer driving growth due to consumer preferences and adjustment to law Health consciousness rising amongst drinkers Premiumisation as a key driver of beer sales growth in Thailand

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Alcoholic Drinks in Thailand - Industry Overview

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DISCLAIMER

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