

Energy Drinks in Thailand

January 2024

Table of Contents

Energy Drinks in Thailand - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Price increases dampen demand for energy drinks in 2023. Players launched new products to capture attention of younger generation Functional products serve to expand consumer base

PROSPECTS AND OPPORTUNITIES

Static performance expected, in face of increasing competition from other beverages Players will focus on healthier, premium products

CATEGORY DATA

Table 1 - Off-trade Sales of Energy Drinks: Volume 2018-2023
Table 2 - Off-trade Sales of Energy Drinks: Value 2018-2023
Table 3 - Off-trade Sales of Energy Drinks: % Volume Growth 2018-2023
Table 4 - Off-trade Sales of Energy Drinks: % Value Growth 2018-2023
Table 5 - NBO Company Shares of Off-trade Energy Drinks: % Volume 2019-2023
Table 6 - LBN Brand Shares of Off-trade Energy Drinks: % Volume 2019-2023
Table 7 - NBO Company Shares of Off-trade Energy Drinks: % Value 2019-2023
Table 8 - LBN Brand Shares of Off-trade Energy Drinks: % Value 2020-2023
Table 8 - LBN Brand Shares of Off-trade Energy Drinks: % Value 2020-2023
Table 9 - Forecast Off-trade Sales of Energy Drinks: Value 2023-2028
Table 10 - Forecast Off-trade Sales of Energy Drinks: % Volume Growth 2023-2028
Table 11 - Forecast Off-trade Sales of Energy Drinks: % Value Growth 2023-2028
Table 12 - Forecast Off-trade Sales of Energy Drinks: % Value Growth 2023-2028

Soft Drinks in Thailand - Industry Overview

EXECUTIVE SUMMARY

Soft drinks in 2023: The big picture 2023 key trends Competitive landscape Retailing developments Foodservice vs retail split What next for soft drinks?

MARKET DATA

Table 13 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2018-2023 Table 14 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2018-2023 Table 15 - Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2018-2023 Table 16 - Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2018-2023 Table 17 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2023 Table 18 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2023 Table 19 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2023 Table 20 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2023 Table 21 - Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2018-2023 Table 22 - Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2018-2023 Table 23 - Off-trade Sales of Soft Drinks by Category: Value 2018-2023 Table 24 - Off-trade Sales of Soft Drinks by Category: % Value Growth 2018-2023 Table 25 - Sales of Soft Drinks by Total Fountain On-trade: Volume 2018-2023 Table 26 - Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2018-2023 Table 27 - NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2023 Table 28 - LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2023

Table 29 - NBO Company Shares of Off-trade Soft Drinks: % Value 2019-2023
Table 30 - LBN Brand Shares of Off-trade Soft Drinks: % Value 2020-2023
Table 31 - Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2018-2023
Table 32 - Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2023
Table 33 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2023-2028
Table 34 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2023-2028
Table 35 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2023-2028
Table 36 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2023-2028
Table 37 - Forecast Off-trade soft Drinks (RTD) by Category: % Volume Growth 2023-2028
Table 38 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2023-2028
Table 39 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2023-2028
Table 39 - Forecast Off-trade Sales of Soft Drinks by Category: % Volume Growth 2023-2028
Table 39 - Forecast Off-trade Sales of Soft Drinks by Category: % Volume Growth 2023-2028
Table 40 - Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2023-2028
Table 41 - Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2023-2028
Table 42 - Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2023-2028

APPENDIX

Fountain sales in Thailand

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SOURCES

Summary 1 - Research Sources

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