



HW Soft Drinks in Thailand

January 2024

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Sugar tax drives new development in health and wellness soft drinks

Good source of minerals is leading claim, as consumers appreciate fortified/functional soft drinks

No sugar driven by health and obesity concerns

PROSPECTS AND OPPORTUNITIES

Functional benefits will be key innovation and driving force behind health and wellness claims

Consumers to remain attracted to soft drinks with good source of minerals

Brain health and memory to increase as consumers look to support cognitive function

CATEGORY DATA

Table 1 - Sales of Soft Drinks by Health and Wellness Type: Value 2019-2022

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Health and Wellness in Thailand - Industry Overview

EXECUTIVE SUMMARY

Overview

DISCLAIMER

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