



Euromonitor
International

RTD Coffee in Thailand

November 2025

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RTD Coffee in Thailand - Category analysis

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The shifting landscape of RTD coffee presents challenges and opportunities

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Sales of RTD coffee decline amidst sugar tax and affordability challenges

Premiumisation drives evolution in RTD coffee

WHAT'S NEXT?

Fresher reformulations likely to contribute to growth moving forward

Freshness and sourcing likely to be the new battleground for RTD coffee

Packaging diversification, with little regulatory pressure in terms of sustainability

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Soft Drinks in Thailand - Industry Overview

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Soft drinks are redefining value amidst economic headwinds

Wellness and agility drive innovation in soft drinks

Innovation anchored in cultural relevance and emotional resonance

WHAT'S NEXT?

Health, lifestyle, and price expected to shape soft drinks in Thailand

Sugar tax and shifting lifestyles to drive continued reformulation and premiumisation

Soft drinks will increasingly embrace a diverse distribution landscape

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Coca-Cola maintains its lead in soft drinks with personalisation and hydration

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