



**Euromonitor
International**

Tea in Thailand

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Price rises drive consumer shifts while instant tea fuels dynamic growth

INDUSTRY PERFORMANCE

Navigating price hikes and evolving consumer habits in 2025

Flavour innovation and premiumisation drive dynamic growth in instant tea

WHAT'S NEXT?

Competition and wellness trends to shape a more niche-driven tea market

Product and processing innovation will drive convenience and premiumisation

Legislative environment and health awareness to strengthen functional and sustainable tea development

COMPETITIVE LANDSCAPE

Siam FB Products Co Ltd retains lead of competitive landscape

Competition intensifies in green tea

Increasing fragmentation proves a challenge for smaller or mid-tier players

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Hypermarkets leads, while supermarkets' growth is driven by premium offerings

E-commerce continues to make gains from low base

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Hot Drinks in Thailand - Industry Overview

EXECUTIVE SUMMARY

Price sensitivity, wellness trends, and innovation shape market dynamics

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INDUSTRY PERFORMANCE

Rising costs influence consumers' purchasing decisions

Players must balance affordability with innovation

Foodservice experience is evolving in Thailand

Sustainability initiatives focus on packaging and local ingredients

WHAT'S NEXT?

Despite positive outlook for hot drinks, challenges will remain

Further rise of health and wellness trend to drive product development

Innovation and diversification essential to adapt to changing demands

COMPETITIVE LANDSCAPE

Nestlé (Thai) Ltd retains dominance through wide product portfolio

Rising interest in Japanese products drives strong growth of OSK Sencha Green Tea

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