



Euromonitor
International

Health and Wellness in Thailand

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EXECUTIVE SUMMARY

Health-driven moderation reshapes everyday consumption

INDUSTRY PERFORMANCE

- Sugar reduction becomes a structural health priority
- Functional nutrition supports premiumisation across categories
- Natural and clean-label cues reinforce trust and reassurance

WHAT'S NEXT

Health-driven innovation becomes more sophisticated and integrated

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HW Hot Drinks in Thailand

KEY DATA FINDINGS

2024 DEVELOPMENTS

Health positioning evolves beyond sugar reduction

INDUSTRY PERFORMANCE

- Regulation-driven reformulation reshapes hot drinks portfolios
- Vitamin fortification sustains mainstream appeal
- Natural cues gain importance in coffee and tea

WHAT'S NEXT

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HW Soft Drinks in Thailand

KEY DATA FINDINGS

2024 DEVELOPMENTS

Sugar reformulation accelerates amid regulatory pressure

INDUSTRY PERFORMANCE

- Reduced sugar becomes the central health and wellness driver
- Mineral positioning supports premium bottled water growth
- Natural positioning strengthens juice and coconut water appeal

WHAT'S NEXT

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Better for you snacking expands beyond niche audiences

INDUSTRY PERFORMANCE

- Better for you positioning strengthens across savoury snacks and treats
- Natural cues remain relevant through ingredient simplicity and snack credibility
- No sugar claims gain momentum as sugar reduction becomes habitual

WHAT'S NEXT

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INDUSTRY PERFORMANCE

Functional fortification becomes a core growth driver
Mineral enrichment supports bone and overall health positioning
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Health-driven reformulation reshapes convenience-led categories

INDUSTRY PERFORMANCE

Health-led innovation balances nutrition, convenience and affordability
Natural positioning gains relevance through cleaner labels and reduced salt
Vegetarian and plant-based claims expand across everyday cooking

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HW Staple Foods in Thailand

KEY DATA FINDINGS

2024 DEVELOPMENTS

Health-driven upgrades reshape everyday staples

INDUSTRY PERFORMANCE

- Health-conscious reformulation supports staple food demand
- Organic staples gain traction, led by rice
- Natural positioning strengthens through whole grains and low GI awareness

WHAT'S NEXT

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