



Euromonitor
International

Wine in Thailand

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Lower excise taxes on alcohol and nightlife in Thailand benefit imported wines and boost on-trade sales
Siam Winery maintains its lead in wine in Thailand in 2024 with diverse, accessible, and affordable offerings
Supermarkets remains the top distribution channel for wine due to a wide product range and urban locations targeting high-income consumers

PROSPECTS AND OPPORTUNITIES

Higher demand as incomes rise and interest in wine increases, especially in urban areas
Potential health benefits of moderate wine consumption may provide opportunities for growth over other alcoholic drinks
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Alcoholic Drinks in Thailand - Industry Overview

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Alcoholic drinks in 2024: The big picture
2024 key trends
Competitive landscape
Retail developments

On-trade vs off-trade split
What next for alcoholic drinks?

MARKET BACKGROUND

Legislation
Legal purchasing age and legal drinking age
Drink driving
Advertising
Smoking ban
Opening hours
On-trade establishments

TAXATION AND DUTY LEVIES

OPERATING ENVIRONMENT

Contraband/parallel trade
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