



Cider/Perry in Thailand

July 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Competition, high prices, and brand withdrawal drive volume decline for cider/perry
Siam Winery maintains its lead, but Brewberry sees the strongest growth
Growing share of sales for convenience stores as Moose expands distribution to this channel

PROSPECTS AND OPPORTUNITIES

Growth opportunities through awareness-raising and wider distribution
Health and wellness and craft trends likely to attract consumers to cider/perry
Product innovation will be important to compete with other alcoholic drinks categories

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

TAXATION AND DUTY LEVIES

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DISCLAIMER

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