



Euromonitor
International

Beer in Thailand

July 2025

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Domestic economy lager accounts for the highest sales due to its low price and wide availability
Boon Rawd Brewery remains the top company in beer, while Thai Beverage sees dynamism
Hypermarkets leads off-trade beer distribution in 2024 due to a wide selection, while on-trade sales increase due to rising tourism and broad availability

PROSPECTS AND OPPORTUNITIES

The premiumisation trend will fuel growth in beer, with stout projected to see the most dynamism due to its premium perception
Fewer restrictions on advertising alcoholic drinks could potentially benefit small craft beer businesses
New law amendment expected to drive growth for craft beer as new breweries emerge and consumers seek diverse flavour profiles

CATEGORY BACKGROUND

Lager price band methodology
Summary 1 - Lager by Price Band 2024

CATEGORY DATA

- Table 1 - Sales of Beer by Category: Total Volume 2019-2024
- Table 2 - Sales of Beer by Category: Total Value 2019-2024
- Table 3 - Sales of Beer by Category: % Total Volume Growth 2019-2024
- Table 4 - Sales of Beer by Category: % Total Value Growth 2019-2024
- Table 5 - Sales of Beer by Off-trade vs On-trade: Volume 2019-2024
- Table 6 - Sales of Beer by Off-trade vs On-trade: Value 2019-2024
- Table 7 - Sales of Beer by Off-trade vs On-trade: % Volume Growth 2019-2024
- Table 8 - Sales of Beer by Off-trade vs On-trade: % Value Growth 2019-2024
- Table 9 - Sales of Beer by Craft vs Standard 2019-2024
- Table 10 - GBO Company Shares of Beer: % Total Volume 2020-2024
- Table 11 - NBO Company Shares of Beer: % Total Volume 2020-2024
- Table 12 - LBN Brand Shares of Beer: % Total Volume 2021-2024
- Table 13 - Forecast Sales of Beer by Category: Total Volume 2024-2029
- Table 14 - Forecast Sales of Beer by Category: Total Value 2024-2029
- Table 15 - Forecast Sales of Beer by Category: % Total Volume Growth 2024-2029
- Table 16 - Forecast Sales of Beer by Category: % Total Value Growth 2024-2029

EXECUTIVE SUMMARY

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

Duty free

Cross-border/private imports

KEY NEW PRODUCT LAUNCHES

Outlook

MARKET INDICATORS

Table 17 - Retail Consumer Expenditure on Alcoholic Drinks 2019-2024

MARKET DATA

Table 18 - Sales of Alcoholic Drinks by Category: Total Volume 2019-2024

Table 19 - Sales of Alcoholic Drinks by Category: Total Value 2019-2024

Table 20 - Sales of Alcoholic Drinks by Category: % Total Volume Growth 2019-2024

Table 21 - Sales of Alcoholic Drinks by Category: % Total Value Growth 2019-2024

Table 22 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2024

Table 23 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2024

Table 24 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2024

Table 25 - GBO Company Shares of Alcoholic Drinks: % Total Volume 2020-2024

Table 26 - Distribution of Alcoholic Drinks by Format: % Off-trade Value 2019-2024

Table 27 - Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2024

Table 28 - Forecast Sales of Alcoholic Drinks by Category: Total Volume 2024-2029

Table 29 - Forecast Sales of Alcoholic Drinks by Category: Total Value 2024-2029

Table 30 - Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2024-2029

Table 31 - Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 2 - Research Sources

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