Alcoholic Drinks in Thailand

July 2025

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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 2 - Lager by Price Band 2024

CATEGORY DATA

Cider/Perry in Thailand

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

CATEGORY DATA