



Euromonitor
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Alcoholic Drinks in Thailand

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DISCLAIMER

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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

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Supermarkets remains the top distribution channel for wine due to a wide product range and urban locations targeting high-income consumers

PROSPECTS AND OPPORTUNITIES

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