



Euromonitor
International

Rtds in Thailand

July 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Easy drinking, convenience, and new product development drive growth
Local company Siam Winery maintains its dominance with new product development
Hypermarkets continues to lead, but loses share to proximity channels

PROSPECTS AND OPPORTUNITIES

Continued growth due to convenience and product launches
Demand for healthier products set to influence the development of RTDs
New product development through innovative flavours

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Alcoholic Drinks in Thailand - Industry Overview

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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

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Contraband/parallel trade

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DISCLAIMER

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