



Euromonitor
International

HW Soft Drinks in Thailand

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Sugar reformulation accelerates amid regulatory pressure

INDUSTRY PERFORMANCE

- Reduced sugar becomes the central health and wellness driver
- Mineral positioning supports premium bottled water growth
- Natural positioning strengthens juice and coconut water appeal

WHAT'S NEXT

- Sugar reduction reshapes innovation and pricing strategies
- Mineral water relies on emotional branding and differentiation
- Natural claims converge with functional and plant-based hydration

CATEGORY DATA

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Health and Wellness in Thailand - Industry Overview

EXECUTIVE SUMMARY

Health-driven moderation reshapes everyday consumption

INDUSTRY PERFORMANCE

- Sugar reduction becomes a structural health priority
- Functional nutrition supports premiumisation across categories
- Natural and clean-label cues reinforce trust and reassurance

WHAT'S NEXT

Health-driven innovation becomes more sophisticated and integrated

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