



# RTD Coffee in Thailand

November 2025

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## RTD Coffee in Thailand - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

The shifting landscape of RTD coffee presents challenges and opportunities

#### INDUSTRY PERFORMANCE

Sales of RTD coffee decline amidst sugar tax and affordability challenges

Premiumisation drives evolution in RTD coffee

#### WHAT'S NEXT?

Fresher reformulations likely to contribute to growth moving forward

Freshness and sourcing likely to be the new battleground for RTD coffee

Packaging diversification, with little regulatory pressure in terms of sustainability

#### COMPETITIVE LANDSCAPE

Birdy's mainstream premiumisation in RTD coffee maintains brand loyalty

Boss captures discerning Thai palates with Japanese craftsmanship

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[Soft Drinks in Thailand - Industry Overview](#)

### EXECUTIVE SUMMARY

Value, wellness, and agile innovation drive growth in soft drinks

### KEY DATA FINDINGS

#### INDUSTRY PERFORMANCE

Soft drinks are redefining value amidst economic headwinds

Wellness and agility drive innovation in soft drinks

Innovation anchored in cultural relevance and emotional resonance

#### WHAT'S NEXT?

Health, lifestyle, and price expected to shape soft drinks in Thailand

Sugar tax and shifting lifestyles to drive continued reformulation and premiumisation

Soft drinks will increasingly embrace a diverse distribution landscape

## COMPETITIVE LANDSCAPE

Coca-Cola maintains its lead in soft drinks with personalisation and hydration

Wellness helps CocoMax become a fast-growing force in soft drinks

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