



RTD Tea in Thailand

November 2025

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RTD Tea in Thailand - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Health, heritage, and digitalisation are key trends in RTD tea

INDUSTRY PERFORMANCE

RTD tea is evolving beyond refreshment to a functional lifestyle choice

Guilt-free enjoyment drives the dominance and growth of regular still RTD tea

WHAT'S NEXT?

Diversification will be key for growth in RTD tea

Blurring the lines between refreshment, speciality, and functionality in RTD tea

Health and wellness set to drive innovation in RTD tea in Thailand

COMPETITIVE LANDSCAPE

The two leaders maintain their grip through scale and strategy

Complementary strategies define the competition in RTD tea

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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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