



Euromonitor
International

Bottled Water in Thailand

November 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Growth drivers, evolving trends, and market dynamics in bottled water

INDUSTRY PERFORMANCE

Climate, lack of potable water, and workforce needs underpin growth of bottled water
The dominance of still bottled water alongside functional innovation

WHAT'S NEXT?

Bottled water expected to be shaped by consumption in more remote areas
Smart vending and cashless payments to reshape on-the-go sales of bottled water
Thailand's affluent consumers will drive growth for premium bottled water

COMPETITIVE LANDSCAPE

Boon Rawd Brewery leverages brand equity to lead bottled water in Thailand
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A hybrid model driven by hypermarkets, retail e-commerce, and small local grocers
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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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The strategic rise of e-commerce and the imperative for omnichannel adaptation

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