



Euromonitor
International

Other Hot Drinks in Thailand

November 2025

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Other Hot Drinks in Thailand - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Affordability, wellness, and digital transformation drive category evolution

INDUSTRY PERFORMANCE

Economic pressures reshape the role of chocolate and malt-based hot drinks

Cereal-based options help drive demand for other plant-based hot drinks

WHAT'S NEXT?

Price pressures and adult repositioning to reshape other hot drinks in Thailand

Digital and technological advancements will help strengthen value communication and functional proof

Health and wellness can reframe everyday consumption and renew occasions

COMPETITIVE LANDSCAPE

Ovaltine and Milo remain dominant through brand familiarity and price promotions

Local challengers redefine market momentum

CHANNELS

Small local grocers anchor accessibility to other hot drinks

Modern channels reshape reach with convenience stores recording strong growth

E-commerce's further share gain driven by convenience and competitive pricing

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Hot Drinks in Thailand - Industry Overview

EXECUTIVE SUMMARY

Price sensitivity, wellness trends, and innovation shape market dynamics

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INDUSTRY PERFORMANCE

Rising costs influence consumers' purchasing decisions

Players must balance affordability with innovation

Foodservice experience is evolving in Thailand

Sustainability initiatives focus on packaging and local ingredients

WHAT'S NEXT?

Despite positive outlook for hot drinks, challenges will remain

Further rise of health and wellness trend to drive product development

Innovation and diversification essential to adapt to changing demands

COMPETITIVE LANDSCAPE

Nestlé (Thai) Ltd retains dominance through wide product portfolio

Rising interest in Japanese products drives strong growth of OSK Sencha Green Tea

CHANNELS

Wide geographical reach supports distribution via small local grocers

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