



Euromonitor  
International

# Tea in Thailand

November 2025

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## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Price rises drive consumer shifts while instant tea fuels dynamic growth

### INDUSTRY PERFORMANCE

Navigating price hikes and evolving consumer habits in 2025

Flavour innovation and premiumisation drive dynamic growth in instant tea

### WHAT'S NEXT?

Competition and wellness trends to shape a more niche-driven tea market

Product and processing innovation will drive convenience and premiumisation

Legislative environment and health awareness to strengthen functional and sustainable tea development

### COMPETITIVE LANDSCAPE

Siam FB Products Co Ltd retains lead of competitive landscape

Competition intensifies in green tea

Increasing fragmentation proves a challenge for smaller or mid-tier players

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Hypermarkets leads, while supermarkets' growth is driven by premium offerings

E-commerce continues to make gains from low base

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## Hot Drinks in Thailand - Industry Overview

### EXECUTIVE SUMMARY

Price sensitivity, wellness trends, and innovation shape market dynamics

### KEY DATA FINDINGS

### 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

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