



# Coffee in Thailand

November 2025

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## Coffee in Thailand - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Instant coffee's enduring reign and the rise of premium pods in Thailand

#### INDUSTRY PERFORMANCE

Further growth in 2025 as convenient instant coffee drives overall demand

Urban and young professionals drive dynamic growth of fresh ground coffee pods

#### WHAT'S NEXT?

Promotional strategies to diverge between mass and premium coffee segments

Digital and technological advancements will drive efficiency and traceability

Health and wellness to redefine coffee consumption and product innovation

#### COMPETITIVE LANDSCAPE

Nestlé (Thai) Ltd's dominance supported by Nescafé portfolio

Rising demand for capsules drives dynamic growth of Nestlé Nespresso

#### CHANNELS

Consumers value convenience and different formats when purchasing coffee

Dynamic growth for e-commerce supported by subscription models

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## Hot Drinks in Thailand - Industry Overview

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Price sensitivity, wellness trends, and innovation shape market dynamics

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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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Wide geographical reach supports distribution via small local grocers

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