



**Euromonitor
International**

Coffee in Thailand

November 2025

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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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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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