

Soft Drinks in Thailand

November 2025

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Soft Drinks in Thailand

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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WHAT'S NEXT?

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