



Euromonitor
International

Sports Drinks in Thailand

November 2025

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Sports Drinks in Thailand - Category analysis

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2025 DEVELOPMENTS

Growth as sports drinks are increasingly considered an everyday drink

INDUSTRY PERFORMANCE

Sports drinks become an everyday staple for consumers, not just related to sport

Adapting to the sugar tax with reduced sugar sports drinks offerings

WHAT'S NEXT?

Health consciousness expected to fuel sustained growth in sports drinks

AI and wearables likely to reshape sports drinks in Thailand

Using consumer feedback to aid reformulation and sugar reduction in sports drinks

COMPETITIVE LANDSCAPE

Sponsor's enduring dominance and strategic evolution in sports drinks

Gatorade and 100 Plus drive dynamic growth in sports drinks

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Accessibility drives sales through small local grocers and convenience stores

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Soft Drinks in Thailand - Industry Overview

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Value, wellness, and agile innovation drive growth in soft drinks

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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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