



Euromonitor  
International

# Fine Wines/Champagne and Spirits in Thailand

November 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Rising demand for premium and low-alcohol beverages drives growth  
Diageo Moët Henessy retains lead of fragmented competitive landscape  
Despite prevalence of on-trade channels, distribution continues to expand

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Luxury Goods in Thailand - Industry Overview

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/fine-wines-champagne-and-spirits-in-thailand/report](http://www.euromonitor.com/fine-wines-champagne-and-spirits-in-thailand/report).