



Juice in Thailand

November 2025

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Juice in Thailand - Category analysis

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2025 DEVELOPMENTS

Stagnation, innovation, and strategic shifts in juice in Thailand

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Coconut and other plant waters maintains its growth path and shows a way forward

WHAT'S NEXT?

Branding and packaging likely to reshape juice in Thailand

Beyond refreshment – how health claims are expected to reshape juice offerings

Thailand's sugar tax expected to reshape the future of juice innovation

COMPETITIVE LANDSCAPE

FoodStar maintains its lead, while Malee and Tipco redefine the competition in juice

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EXECUTIVE SUMMARY

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

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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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