



Euromonitor  
International

# HW Hot Drinks in Thailand

August 2024

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#### 2023 DEVELOPMENTS

Major brands continue to build on their success through health focused innovation

Increasing emphasis on functionality

Sugar remains a prominent concern, but sugar related claims struggle

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Use of herbal extracts in hot drinks set to grow with local herbs and cannabis shaping the trend

Expanding plant-based offer

Positive outlook for the organic claim across hot drinks

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## Health and Wellness in Thailand - Industry Overview

### EXECUTIVE SUMMARY

Health and wellness in focus

Consumer weight trends

Consumer diet trends

Health-related deaths

Blood pressure and cholesterol levels

Diabetes prevalence

### DISCLAIMER

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