



HW Hot Drinks in Thailand

January 2026

Table of Contents

HW Hot Drinks in Thailand - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Health positioning evolves beyond sugar reduction

INDUSTRY PERFORMANCE

Regulation-driven reformulation reshapes hot drinks portfolios

Vitamin fortification sustains mainstream appeal

Natural cues gain importance in coffee and tea

WHAT'S NEXT

Functional benefits broaden health expectations

Good source of vitamins remains a core differentiator

Natural positioning evolves toward premium wellness

CATEGORY DATA

Table 1 - Sales of Hot Drinks by Health and Wellness Type: Value 2020-2024

Table 2 - Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2020-2024

Table 3 - Company Shares of Organic Hot Drinks (Biggest HW Type in Global Hot Drinks): % Value 2020-2024

Table 4 - Company Shares of Natural Hot Drinks (2nd Biggest HW Type in Global Hot Drinks): % Value 2020-2024

Table 5 - Company Shares of Gluten Free Hot Drinks (3rd Biggest HW Type in Global Hot Drinks): % Value 2020-2024

Table 6 - Company Shares of Good Source of Vitamins Hot Drinks (4th Biggest HW Type in Global Hot Drinks): % Value 2020-2024

Table 7 - Company Shares of No Allergens Hot Drinks (5th Biggest HW Type in Global Hot Drinks): % Value 2020-2024

Table 8 - Forecast Sales of Hot Drinks by Health and Wellness Type: Value 2024-2029

Table 9 - Forecast Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2024-2029

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Health and Wellness in Thailand - Industry Overview

EXECUTIVE SUMMARY

Health-driven moderation reshapes everyday consumption

INDUSTRY PERFORMANCE

Sugar reduction becomes a structural health priority

Functional nutrition supports premiumisation across categories

Natural and clean-label cues reinforce trust and reassurance

WHAT'S NEXT

Health-driven innovation becomes more sophisticated and integrated

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