



HW Soft Drinks in Thailand

January 2026

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Sugar reformulation accelerates amid regulatory pressure

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Mineral positioning supports premium bottled water growth

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WHAT'S NEXT

Sugar reduction reshapes innovation and pricing strategies

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Natural claims converge with functional and plant-based hydration

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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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