



Euromonitor
International

Carbonates in Thailand

November 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Innovation and lifestyles drive growth for carbonates in Thailand

INDUSTRY PERFORMANCE

Reduced sugar variants propel growth, but artificial sweetener concerns linger
Impulse enjoyment and culinary pairing drive the enduring appeal of carbonates

WHAT'S NEXT?

Health consciousness is set to redefine Thailand's carbonates landscape
Marketing wars to intensify as brands vie for lifestyle integration
Quirky flavours and strategic partnerships set to drive brand relevance in carbonates

COMPETITIVE LANDSCAPE

Coca-Cola's personalisation drive connects with Generation Z in carbonates
Singha maintains its dynamic ascent: due to health, heritage, and innovation

CHANNELS

Convenience retailer and QSR partnerships shape the distribution of carbonates
Bulk purchasing and strategic promotions are reshaping carbonates distribution

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EXECUTIVE SUMMARY

Value, wellness, and agile innovation drive growth in soft drinks

KEY DATA FINDINGS

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

COMPETITIVE LANDSCAPE

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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Enduring importance of traditional channels for impulse purchases

The strategic rise of e-commerce and the imperative for omnichannel adaptation

Retail and foodservice channels drive brand-building

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