



# Spirits in Thailand

July 2024

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## Spirits in Thailand - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Hospitality and tourism help to boost demand for spirits

Health and wellness trend exerting a downward pressure on spirits sales

Domestic manufacturers dominate

#### PROSPECTS AND OPPORTUNITIES

Craft spirits remain niche

Cocktail culture pushes demand for spirits, while new flavoured spirits set to gain consumer attention

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