

# Wine in Thailand

June 2023

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# Wine in Thailand - Category analysis

# **KEY DATA FINDINGS**

#### 2022 DEVELOPMENTS

Country's reopening drives the growth of on-trade Still red wine leads the wine market Siam Winery maintains its leading position with Mont Clair

#### PROSPECTS AND OPPORTUNITIES

Penfolds adapts business plan to changing consumer lifestyles and tastes Imported wine sees greater opportunity Modern grocery retailers remains the largest channel thanks to its convenience, and price promotions

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# Alcoholic Drinks in Thailand - Industry Overview

# EXECUTIVE SUMMARY

Alcoholic drinks in 2022: The big picture 2022 key trends Competitive landscape Retailing developments On-trade vs off-trade split What next for alcoholic drinks?

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Legislation Legal purchasing age and legal drinking age Drink driving Advertising Smoking ban Opening hours On-trade establishments Table 29 - Number of On-trade Establishments by Type 2016-2022

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Summary 1 - Taxation and Duty Levies on Alcoholic Drinks 2022

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