

Juice in Thailand

January 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Healthy growth for juice, despite rising unit prices, although the product's healthy image could be at threat

Functional juice drinks gain traction, thanks to continued immunity focus

Increased competition from new players

PROSPECTS AND OPPORTUNITIES

Players will focus on products with a healthier positioning, with coconut and other plant waters leading growth

Strong performance for foodservice, thanks to ongoing recovery of tourism

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