



Subject: Export of alcoholic and non-alcoholic drinks from Russia to Thailand

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Overview of the soft drinks market of Thailand

- Thailand's soft drink market size was around **13.3 billion** litres in **2019**
- In **2020**, the market shrank by 4.2% due to the COVID-19 pandemic
- The declining trend in soft drink consumption is driven by health concerns among consumers, particularly in the younger generation.



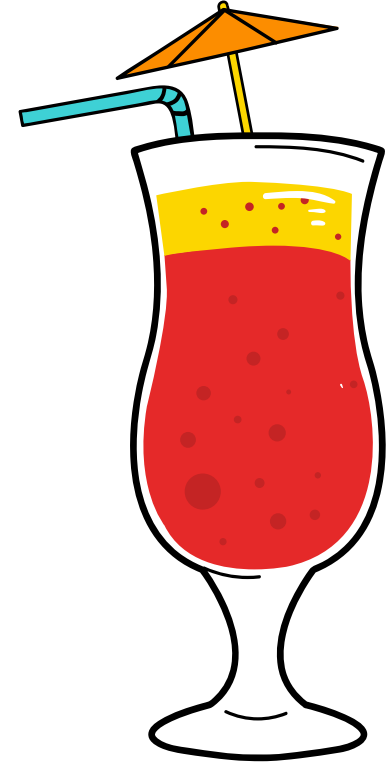
Overview of the soft drinks market of Thailand



- **Carbonated soft drinks (CSDs)** are the most popular category, accounting for 68.1% of the market in 2020. **Non-carbonated soft drinks**, including bottled water, juice, and sports drinks, account for the remaining 31.9% of the market share.
- Within the CSDs segment, **cola drinks** are the most popular, accounting for more than 50% of the market share. In the non-carbonated soft drinks segment, **bottled water** is the most popular category, accounting for more than 70% of the market share.

Overview of the soft drinks market of Thailand

- In the first quarter of **2021**, soft drink sales in Thailand increased by 14.7% year-on-year, with the greatest growth in sales seen in the carbonated beverage and sports drink categories.
- The main **factors influencing market growth** are increasing population and income, expanding consumer preferences, and increasing tourist flow into the country.
- The non-alcoholic beverages market in Thailand will grow at a compound **annual growth rate** of around **5.7%** over the period 2023-2025.



Overview of alcoholic drinks market of Thailand

582 million liters in 2022 were consumed

The total volume of alcoholic drinks

87,2% of market share

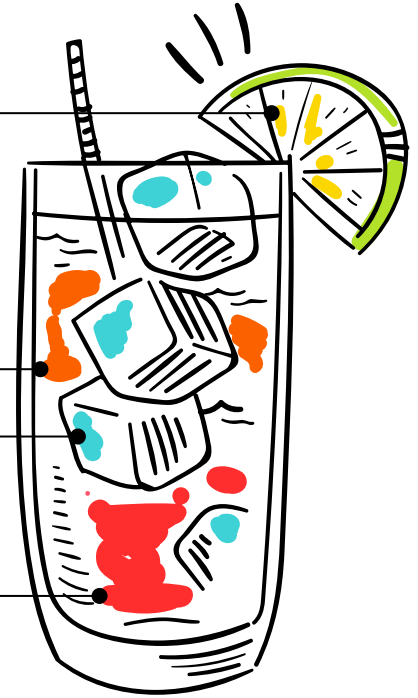
Beer

9,3% of market share

Spirits

3,5% of market share

Wine



Overview of alcoholic drinks market of Thailand

Domestic beer brands dominate the market, with Singha, Chang, and Leo being the top three brands.

The remaining market share was divided among other domestic and imported beer brands. Local craft beer brands are also becoming increasingly popular among younger drinkers.



31,2%

Singha

Market share



29,5%

Chang

Market share



19,5%

Leo

Market share

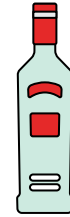
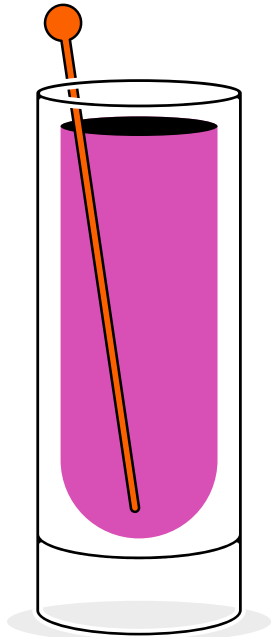


12,8%

Craft beer

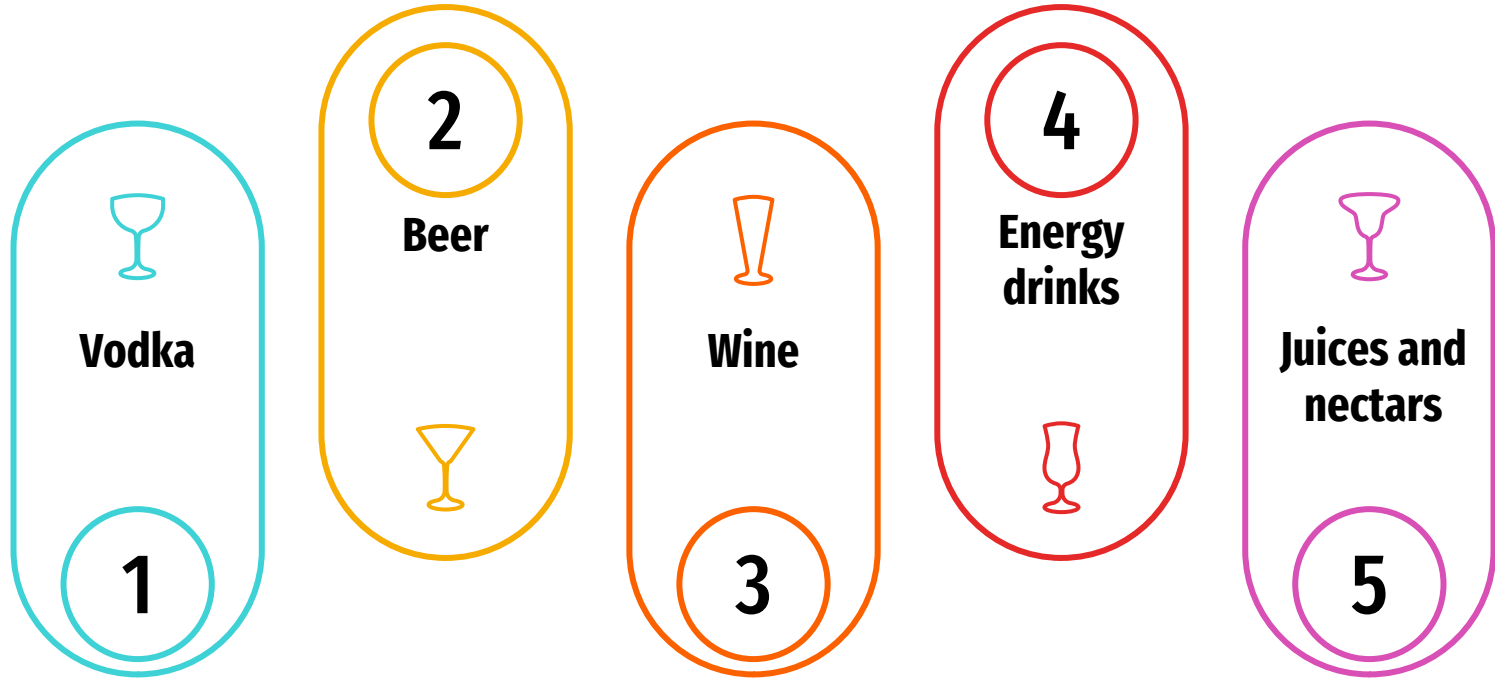
Expected growth of market

Overview of alcoholic drinks market of Thailand



<p>The spirits market is dominated by domestically produced liquor, particularly whiskey and rum.</p>	<p>Wine consumption in Thailand is low compared to other alcoholic drinks.</p>	<p>The majority of alcoholic drinks are consumed in bars and restaurants, with on-trade sales accounting for 62.7% of the market share in 2022.</p>
<p>Imported spirits, such as are popular in the high-end market segment.</p>	<p>Red wine is the most popular type of wine.</p>	<p>Off-trade sales accounted for 37.3% of the market share.</p>

What drinks do Russia export to Thailand ?



Main Russian exporting companies



BORJOMI



LADOGA
G R O U P

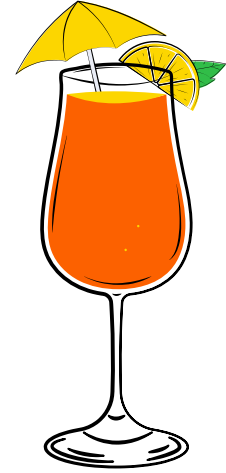
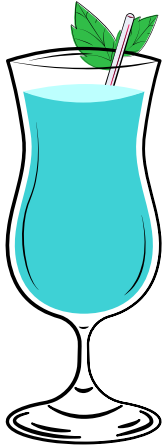
ОЧАКОВО



 **БАЛТИКА**

BELUGA

Prospects for exports of Russian soft drinks to Thailand



Growing demand for soft beverages

Increasing popularity of premium and healthy soft drinks

Favourable import regulations

Growing middle class

Prospects for exports of Russian alcoholic drinks to Thailand

Russia is one of the leading producers of alcoholic drinks in the world

1



The Thai market for alcoholic drinks is growing, and the consumption of imported alcoholic drinks is also increasing

2



Russia has experience in exporting alcoholic drinks to different countries around the world

3



Russia offers a wide range of quality products

4



Thank you for your attention!

