

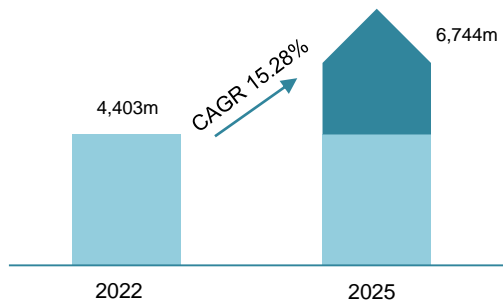


MARKET TRENDS IN THAILAND: BEVERAGES



KEY TRENDS

Thailand Beverages Market (US\$)



+ IN-SCOPE

- Alcoholic drinks (e.g., beer, wine, spirits)
- Hot drinks (tea, coffee, cocoa)
- Non-alcoholic drinks (e.g., soft drinks, juices, mineral water)



- ▶ The number of users are expected to amount to 9.3m users by 2025.
- ▶ User penetration will be 10.5% in 2022 and is expected to hit 13.3% by 2025.
- ▶ The average revenue per user (ARPU) is expected to amount to US\$598.54.

PROSPECTS AND OPPORTUNITIES



ORGANIC TEA, COFFEE, FRUIT & VEGETABLE JUICES



The growing demand for organic tea and organic coffee reflects the changing consumer habits in the country.



As Thailand recovers from the COVID-19 crisis, consumers are expected to become more focused on health and wellbeing. This is because the pandemic has highlighted the importance of healthy food and drinks consumption as a health prevention measure.



Organic 100% juice is dominated by a large number of small local producers, which tend to sell their products via e-commerce and modern grocery retailers in Thailand.



Ichitan Organic Green Tea Mixed Chrysanthemum

- Organic green tea freshens up your body and increases antioxidant.
- Product of Thailand.

Ingredients: Green Tea 94.64%, Fructose 4.25%, Blooming Tea Extract 0.0017%, Green Tea Extract 0.001%, **Acidity regulator** (INS500(ii), INS452(i)), **Antioxidant** (INS300), **Stabilizer** (INS 466), Sweetener (Maltitol Syrup, Acesulfame Potassium, Sucralose), Nature-identical Flavour, No Preservative and No Artificial Colour Added.

ORGANIC TEA, COFFEE, FRUIT & VEGETABLE JUICES



A&P 100% Mangosteen Juice

- Organically farmed naturally sweet mangosteen juice.
- No added preservatives or sugar, not from concentrate.
- Tested and certified by Brunswick Labs in the USA and passed all the International Standards such as HACCP, GMP, HALAL, Organic Thailand, and also FDA Thailand.
- Product of Thailand.

Ingredients: 100% Mangosteen Juice.

FUNCTIONAL BEVERAGES



The COVID-19 public health crisis has encouraged consumers to shift to functional beverages as part of a healthier diet, growth is set to be driven by a focus on general health and the immune system.

Domestic manufacturers in hot drinks are the most innovative in terms of the use of herb extracts to engender health benefits for their products.



This position is attributed to domestic players' strong knowledge of local consumers' tastes, needs and preferences.



As cannabis and hemp extracts are legal for medical use and research in Thailand, many small local companies have included cannabis/hemp in their food and drinks recipes.



B-ON by Unif Vitamin B Complex Drink

- Ginkgo Extract (Memory formula).
- Inositol from Rice Bran (Active formula).
- GABA (Good Mood formula).
- The product leverages on the brain health benefit of vitamin B complex reinforced with well-recognised brain improving ingredients and an easy-to-understand on-pack messaging.
- Product of Thailand.

FUNCTIONAL BEVERAGES



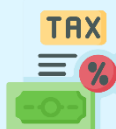
Ichitan Green Lab Cannabis Flavoured Beverages

- Incorporated with terpenes, the compounds that give that ganja smell.
- Launches in 2 flavours: terpene scented sugar-free chamomile green tea and the other is lemon and terpene infused sweet green tea.
- Do not contain cannabinoids like CBD or THC.
- Product of Thailand.



BETTER-FOR-YOU / NO SUGAR BEVERAGES

The new exercise tax on sugary drinks that was announced in 2017 directly impacted the whole beverages industry in Thailand, as sugar was originally the major source of sweetness in drinks.



Across non-alcoholic drinks in Thailand, players have been encouraged to innovate their offerings to produce products **with less than 6g of sugar content.**

More and more consumers are showing a preference for zero sugar version of carbonated drinks, rather than simply reduced sugar alternatives.

Coconut water is predicted to see the most innovation. The main claims for coconut water is “No sweeteners”, “No sugar”, and “No preservatives.”



Sprite No Sugar

- Lemon and lime-flavoured soft drink that contains no sugar.
- This no sugar alternative offers the great crisp and refreshing taste of the original Sprite in various packs to spice up Thai consumers' lives and keep them refreshed during the hot summer.
- Product of Thailand.

Ingredients: Carbonated Water, **Food Acids** (330,331), Flavour, Sweeteners (951, 950), Preservatives (202, 211). Contains Phenylalanine.

BETTER-FOR-YOU / NO SUGAR BEVERAGES



Malee Coco 100% Coconut Water

- Coconut contains the necessary nutrients and helps brighten your skin.
- Malee carefully selects only fresh coconuts for your refreshing, thirst-quenching drink, sweet and fragrant, hygienic, and sugar-free, to ensure you a 100% natural drink.
- Product of Thailand.

Ingredients: Coconut Water 100%.

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THANK YOU