


Alcoholic Beverages in Thailand



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Thailand's Alcoholic Beverage Market Overview



Market Value


2019	370 billion baht
2020	220-250 billion baht

The value has fallen by 30-40% y-o-y due to the COVID 19 pandemic



Market Volume


Beer	2019 → 2,026 million litres
Spirit	2019 → 728 million litres
Wine	2019 → 31 million litres
RTD/High-Strength Premixes	2017 → 28.2 million litres
Cider/Perry	2019 → 1 million litres



Thai Drinkers (2017)

15.6 million	
Male	Total No. → 13 million
Female	Total No. → 3 million

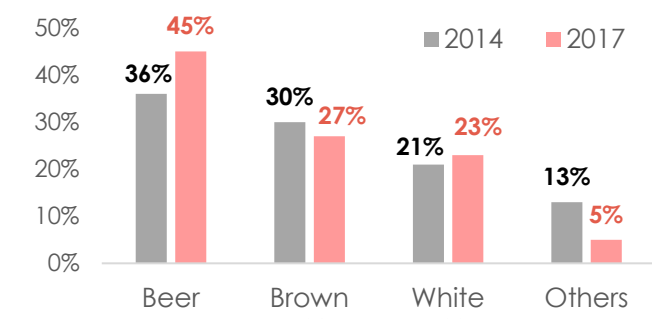
Source: Euromonitor, Thai Alcohol Beverage Business Association (TABBA), and National Statistical Office (NSO)




Product Preference (2019)

Alcohol Beverage Preference of Thai Drinkers*

Unit: % to total number of drinkers

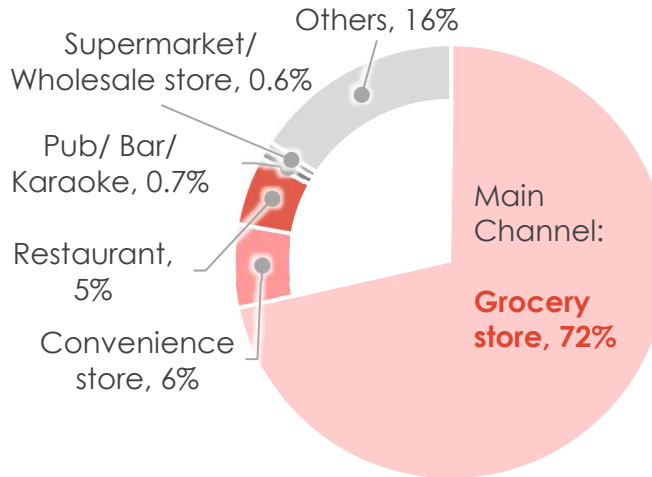


Category	2014 (%)	2017 (%)
Beer	36%	45%
Brown Spirits	30%	27%
White Spirits	21%	23%
Others	13%	5%



Retail Channels (2017)

Retail Distribution Channel Preference of Thai Drinkers



Channel	Percentage (%)
Grocery store	72%
Others	16%
Convenience store	6%
Restaurant	5%
Pub/ Bar/ Karaoke	0.7%
Supermarket/ Wholesale store	0.6%

Source: National Statistics Office (NSO)
Note: *Number of the population aged 15 and over who drank regular categories of alcoholic beverages in the past 12 months

Beer is the Most Commonly Consumed Alcoholic Beverage

- In Thailand, the market value of beer was around 200 billion baht in 2019, or 2 billion litres in terms of volume, increasing from the previous year by 3%.
- Beer consumption in Thailand has grown steadily due to an increase in the number of millennials*, who have high purchasing power and so are more likely to consume premium beer with higher quality and more sophisticated flavours.
- 'Craft beer' and 'Imported beer' are the premiumization of beer that has grown amongst Thai consumers over the past few years. Despite the small market size of only less than 1%, these beers have been introduced to the Thai market with great success.

Craft Beer Market

- ❑ The sales value of craft beer amounted to around 3,000-4,000 million baht.
- ❑ Major breweries in Thailand like Boon Rawd and TCC group were introduced variety of craft beer into the market.

Craft Beer Business

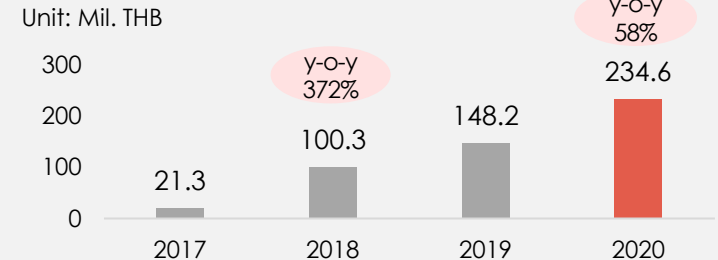
Boon Rawd Group	<ul style="list-style-type: none"> ➢ Boon Rawd Company launched their own craft beer brands in 2017 <p>Craft Beer Portfolio:</p> <ul style="list-style-type: none"> ○ Snowy Weizen by EST.33 ○ Kopper by EST.33
TCC Group (ThaiBev)	<ul style="list-style-type: none"> ➢ Thai Beverage started producing craft beer in 2018 <p>Craft Beer Portfolio:</p> <ul style="list-style-type: none"> ○ HUNTSMAN ○ Black Dragon

- ❑ Meanwhile, some small players also joined the market by establishing their breweries in neighboring countries or signing production contracts with overseas breweries and then import their products to the Thai market. This is because investment has been limited in only a few large operators by the restrictions on production in Thailand.

Imported Beer Market

- ❑ Beer is the most imported alcoholic beverage in Thailand in terms of volume, followed by whisky and wine. Imported beers are mainly from Vietnam, Belgium, Mexico, and Germany.
- ❑ In 2020, Thailand imported beers mostly from Vietnam which has been significantly increasing since 2018 mainly due to major players like ThaiBev and Brewberry have their breweries in Vietnam, including the increasing popularity of craft beer.

Beer Import value of Vietnam



Source: Ministry of Commerce and public news and Public news

Note: *Millennials is the generation born between 1981-2000, also known as Generation Y or the Net Generation.

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Major Players have Increasingly Invested in White Spirits and Brandy

- Spirits is the second most consumed alcoholic beverage in Thailand but has a total volume growth of only 1%, reaching around 728 million liters in 2019.
- Locally produced spirits hold the largest share in the Thai market (around 70% of total sales) due to the familiarity of purchasing traditional Thai drinks for home consumption.
- Currently, there is still attractive potential in the premium white spirit market, as well as the brandy market, due to an increase of middle-income consumers and low market competition.
- As the production of spirits is tightly regulated by the authorities, it is difficult for new players to compete in this market. However, the company under the same management as Carabao Group 'Tawandang 1999' has become the first large competitor in the spirits market after being long dominated by 'ThaiBev' under the TCC group.

White Spirits Market

The white spirits market has grown slightly during the past few years with only a few players currently in the market.

The white spirits market is dominated by ThaiBev, a company under the TCC group, leading the overall spirits market with a market share of more than 80% in terms of market value.

Major Players

ThaiBev

- ThaiBev has continued to develop the Group's spirits products and revamped its packaging to project a more premium and modern image. In the white spirits segment, ThaiBev has launched "Niyomthai Special Aromatic Rice", a white spirit made of rice, which has been packaged in modern, emerald bottles with golden twisted caps in 2020.

Tawandang 1999

- Tawandang 1999 introduced their first white spirit brand to the market in 2017, called "TAWANDANG".
- With good response from Thai customers, the company plans to expand its alcoholic drink products here in the future with potential partners in Asia and Europe.

Brandy Market

Thailand's total brandy market is valued at around 4.5 billion baht per year. Regency leads the market with a share of 85% of the total brandy market.

However, there is still room for new players to join the brandy market due to a decrease in productivity of Regency brandy.

Major Players

ThaiBev

- ThaiBev entered the local brandy market in 2009
- According to a five-year strategic plan, ThaiBev will spend 500 million baht to increase production capacity of Meridian brandy at the Nakhon Pathom factory by 50% from the current 100,000 cases/year by 2021.

Tawandang 1999

- In 2020, Tawandang launched their own brandy under the GALAXY brand.
- The company plans to complete their line of alcoholic drinks with the production capacity of 150,000 litres per day.

Source: Public news

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Impact of Covid-19

- Due to the situation of the COVID-19 pandemic that began to spread in Thailand since February 2020, the Government has announced temporarily closures of entertainment venues and a ban on the sale of all kinds of alcoholic beverages in a bid to discourage social gatherings. This affected the Thai Alcohol Beverage industry, not only for manufacturers but the move has also changed the behaviour of drinkers.

Before COVID-19

During COVID-19

Products

- Before Thais faced the COVID19 crisis, drinkers typically consumed beer, spirits, and other alcoholic beverages, respectively.
- Due to the rise of millennials in Thailand, craft beer became increasingly popular and major Thai brewers began producing craft beers domestically.

- Major players launched new premium products, including craft beers, to stimulate the market because this market was not affected much by Covid-19. It may result in the increase market expansion of premium alcoholic products.
- Manufacturers are also doubling down on new product lines, reducing alcohol content and package sizes to keep prices low.

Places

- People enjoy drinking beer and spirits at restaurants and entertainment venues such as pubs, bars, musical events or concerts.
- In contrast, Wine is mostly drunk at home.
- Consumers were able to purchase from Online Platforms such as Facebook pages, Instagram or Line.

- Online drinking trend at home became more popular during Lockdown.
- Most alcoholic beverages can be bought at retail or convenience stores.

Advertisement

- Alcohol producers usually organize beer gardens or concerts to persuade people to hang-out and sell their alcoholic beverages at the event.
- Entertainment venues such as pubs & bars would hire pub bands or famous singers every weekend to entertain drinkers and increase alcoholic beverage sales.
- Since alcoholic beverages may not be advertised directly, manufacturers avoid any actual product placement and instead just show a group of friends having a good time, with some promoting their soda water instead.



- Alcohol manufacturers are using online platforms, such as Live EDM, to promote and encourage people to start drinking again.
- Set up a campaign from the public page to encourage responsible drinking at home to prevent another ban by the government on the sales of alcoholic beverages.
- These campaigns did not reduce drinking or its effects. On the other hand, they helped increase sales or created a positive image for the business.

Source: Public news

Key Players in Thailand's Alcoholic Beverage Market (1)

Boon Rawd Group

- Boon Rawd is the largest brewery in Thailand, consisting of both their own brands and other international brands that the Group has partnered with.

Product Category 	<p>BEER</p> <p>Local Brands</p> <ul style="list-style-type: none"> Singha Leo MY BEER Snowy Weizen Est 33 Kopper <p>Import Brands</p> <ul style="list-style-type: none"> Asahi Carlsberg Corona Kronenbourg 	<p>SOJU</p> <p>Import Brand</p> <ul style="list-style-type: none"> Jinro
Main Focus 	<ul style="list-style-type: none"> Holds more than 60% market share of Thailand's beer market (in volume) in 2019. Singha beer dominates the premium beer market, and Leo beer dominates the standard segment. Boon Rawd has been focusing more on the 'Craft Beer' market. 'U beer' beer was discontinued in 2020, after being in the market for 3 years. Boon Rawd recently launched non-alcoholic beverages; Healthy Low-Calorie Beverages and Functional Drinks in 2020. 	

TCC Group (ThaiBev)

- ThaiBev is the largest spirit manufacturer and the second largest brewery in Thailand.

Product Category 	<p>BEER</p> <p>Local Brands</p> <ul style="list-style-type: none"> Chang Archa Federbräu Huntsman Black Dragon Tapper <p>Vietnamese Beer</p> <ul style="list-style-type: none"> Saigon Beer Bia Lac Viet 333
Main Focus 	<p>SPIRITS</p> <p>Local Brands</p> <ul style="list-style-type: none"> White Spirits Thai Spirits Blend spirits Brandy Whisky Chinese Herb Spirits <p>Import Brands</p> <ul style="list-style-type: none"> Single Malt Scotch Whisky Malt Whisky Liqueur Blended Scotch Whisky Myanmar Whisky Rum / Vodka / Gin Chinese Spirits Vietnamese Spirits
<ul style="list-style-type: none"> Plans to invest 500 million baht to expand the production capacity for 'Meridian brandy' Exports premium rum to the European market Push for more premiumization of brands and their product portfolio. Support for 'Saigon beer' in Vietnam that was acquired by TCC group in 2017. 	


Source: Companies' websites and Public news

Key Players in Thailand's Alcoholic Beverage Market (2)

TAP Group


- Thai Asia Pacific Brewery (TAP), a joint venture between Thai investors and Heineken, began brewing and marketing Heineken in Thailand in 1995.

Product Category 	BEER Local Brands <ul style="list-style-type: none"> • Heineken • Tiger • Cheers 	Import Brands <ul style="list-style-type: none"> • Guinness • Kilkenney
	CIDER Import Brand <ul style="list-style-type: none"> • Strongbow 	

Main Focus 	<ul style="list-style-type: none"> • Heineken is the market leader of premium beer. • Launched new premium beer 'Cheers Siam Wizen' in 2019. • Thai Asia Pacific Brewery (TAP) plans to increase its spending on marketing campaigns and promotions for their products • Unveiled Heineken flagship store at EmQuartier, one of the top department stores in Thailand. • Plans to open pop-up stores in 12 major cities nationwide, including Chiang Mai, Phuket, Rayong, Udon Thani and Phitsanulok.
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Tawandang 1999

- Carabao Group, a leading energy drinks company, provides distillation and distribution of a complete line of alcoholic drinks, including rice whisky, rum, brandy and especially white spirits which has 4 degrees of alcohol, for local sales and export, under Tawandang 1999 company.

Product Category 	WHITE SPIRITS Local Brands <ul style="list-style-type: none"> • Tawandang White spirit • Fragrant rice liqueur
	BROWN SPIRITS Local Brands <ul style="list-style-type: none"> • Tawandang RED series(Blend spirits) • Galaxy (Brandy)

Main Focus 	<ul style="list-style-type: none"> • Tawandang 1999 recently launched GALAXY V.S.O.P. Brandy in 2020 to compete with brandy market leaders like Regency • The company plans to complete their line of alcoholic drinks and expand their products to Asia and Europe. • The group is the largest operator of brewpubs with three outlets currently operating in the country.
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Source: Companies' websites and Public news

Key Players in Thailand's Alcoholic Beverage Market (3)

Importers

- Most alcohol beverage importers in Thailand are the authorized distributors, who import and distribute beers by themselves. Major importers are Diageo Moët Hennessy, Siam Winery, Pernod Ricard, and Brewberry.

Diageo Moët
Hennessy

- The market leader in the import and distribution of premium and super deluxe alcoholic beverages in Thailand. The company has various types of portfolios covering all consumer needs and is always creating novel innovations.
- Scotch whiskey brand "Johnnie Walker" has entered the Thai market since 1924 and became a Scotch whiskey market leader.

Major Products :

- ✓ Whisky: Johnnie Walker, Benmore, J&B
- ✓ Vodka: Smirnoff, Ketel One, Belvedere
- ✓ Gin: Gordon's
- ✓ Rum: Ron Zacapa, Captain Morgan, Pampero
- ✓ Liqueur: Baileys, Grand Marnier
- ✓ Tequila: Don Julio
- ✓ Cognac: Hennessy
- ✓ Champagne: Dom Perignon
- ✓ Wine: Cloudy Bay, Cape Mentelle

Siam Winery

- Siam Winery is the largest local winery in Thailand, who aims to foster and promote Thai wine culture.
- The company is own by Chalerm Yoovidhya, creator and founder of Red Bull.
- Siam Winery also imports quality wines from around the world.

Major Products :

- ✓ Imported wines from France, Italy, Australia, Chile, South Africa
- ✓ Local wines: SPY, Monsoon Valley and Mont Clair.

Pernod
Ricard

- Pernod Ricard is one of the world's leading producers of alcoholic beverages.
- The company has been operating in Thailand for over 20 years and employs a team of around 100 employees.
- The top-selling product in Thailand is Absolut Vodka.

Major Products :

- ✓ Whisky: Chivas Regal, 100 Pipers, Ballentine's, Royal Stag
- ✓ Wine: Jacob's Creek
- ✓ Vodka: Absolut Vodka
- ✓ Others: Kahlua, Malibu

Brewberry

- The company has been a major beer importer since 2005, with the successful marketing of Hoegaarden beer in Thailand.
- Main draft beer brands include Hoegaarden, Stella Artois, Leffe, and Budweiser. These draft beers can be found in western-styled pubs & bars, who sell many draft beer brands.

Major Products :

- ✓ Hoegaarden
- ✓ Stella Artois
- ✓ Leffe
- ✓ Budweiser

Source: companies' websites

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Regulations & Taxation (1)

- There are some limitations in Thailand's alcoholic beverage market on selling and drinking venues, restrictions on dates and time of day for the sale of alcoholic drinks, and limitations on advertising contents are stated in the related Acts.
- The main act is "The Alcoholic Beverages Control Act B.E.2551 (A.D. 2008)".

Sales of Alcoholic Beverages

❑ Limits on Selling and Drinking Venues

The sale and consumption of alcoholic beverages is prohibited in the following places.

- ▶ Temples or any religious areas
- ▶ Public health service units, drug stores
- ▶ Public offices
- ▶ Dormitories, educational institutions and nearby areas
- ▶ Public parks
- ▶ Petrol stations and shops in the area
- ▶ Factories
- ▶ Bus terminals, railway stations, trains, public passenger ports

❑ Limits on Dates and Time of Sale

Selling time: Between 11:00 am – 2:00 pm and 5:00 pm – midnight

Prohibited dates/times:

- ▶ Important Buddhist holidays (except in hotels and international airports)
- ▶ 6:00 pm of the day before election day – the end of the election day

❑ Buyer Age Limit

- ▶ To sell alcoholic beverages to a person aged under 20 years is prohibited.

Advertisement of Alcoholic Beverages

❑ Limits on Advertising Content

- ▶ Showing properties, benefits, qualities of alcoholic beverages or inducing persons to drink is prohibited.
- ▶ Must display warning messages mentioning the disadvantages of alcoholic beverages
- ▶ Provide creative information without displaying images of actual products or packages
- ▶ The symbol of the brand or manufacturer can be shown in the advertisement under certain criteria.

❑ Limits on Advertising Hour

- ▶ Advertisements of alcoholic beverages are not allowed between 5:00 am – 10:00 pm. on both radio and TV broadcasts.

Source: Alcoholic Beverage Control Act B.E. 2551 (2008)

Regulations & Taxation (2)

- Thailand uses a licensing system to control alcohol production and sale by requiring two licenses to produce alcoholic beverages; a Factory License and a Liquor Production License.

Factory License

- ✓ Required for any type of factory
- ✓ Since 2000, strict conditions for the manufacture of alcoholic beverages relating to plant size and location, has been applied in order to limit new establishments of alcoholic beverage manufacturing facilities

License for Liquor Production*

- ✓ Required to produce alcoholic beverages
- ✓ The conditions for licensing are different base on the type of product

Type	Conditions			
Distillery	Ownership	Paid-Up Capital	Production Capacity	EIA Report Submission
	Thai Majority**	-	<p>For Whisky, Brandy, Gin:</p> <ul style="list-style-type: none"> ≥ 30,000 litres/day (of liquor in equivalent to 28 degree of alcohol content) Plant area: At least 200 Rai <p>For other spirits:</p> <ul style="list-style-type: none"> ≥ 90,000 litres/day (of liquor in equivalent to 28 degree of alcohol content) Plant area: At least 350 Rai Location: At least 2 km. away from irrigation canals and public reservoirs 	Spirit factories with a capacity of ≥ 40,000 litres/ month must submit an EIA report to apply for the factory license.
Brewery	Thai Majority**	≥ 10 million baht	≥ 10 million litres/year	≥ 600,000 litres/month

Note: * Does not include small-scale community manufacturing of liquor

** Thai majority means Thai nationality (individual or juristic person) holds shares of at least 51% of the company's share capital.

Source: (1) Ministerial Regulation: Liquor Production Permission B.E.2560 (2017)
 (2) Notification of Ministry of Finance: Liquor Administration B.E. 2543 (2000)
 (3) Environmental Conservation and Promotion Act B.E. 2535 (1992)

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Regulations & Taxation (3)

- In addition to the license fee that is charged to the business operator, alcoholic beverages are subjected to several taxes, ranging from the liquor tax, excise tax, import tax, etc.
- The new excise tax that was announced in 2017 is based on the level of alcohol rather than the price, meaning that beverages of a higher degree will be subjected to higher taxes.

Excise Tax Rates of Alcoholic Beverage

Taxed on value	
 Beer	22%
Taxed on value	
 Other Alcohol Beverages	
Wine	10%
Fermented Fruit Liquor	10%
Other Fermented Liquor	10%
White Spirits	2%
Other Spirits	20%

Source: Ministerial Regulation : Prescribing Excise Tax Rate (No. 2) B.E. 2560 (2017)

Future Trends and Prospects

Future Trends

Premium Alcoholic Beverages

- Premium drinks have increased in popularity as more and more craft beers, imported beers and premium spirit brands are available in the market, especially in modern trade outlets.
- There is increased demand as premium alcohol tastes better and it builds a better image of the drinkers and the restaurants that sell these premium products.
- The leading breweries are also following the trends by planning to introduce their own premium beers and spirits into the market in the future.

Non/Low-Alcoholic Beverages

- Due to health reasons, non-alcoholic and low-alcoholic beverages are becoming increasingly popular worldwide, including in Asia.
- In Thailand, some players in the alcoholic beverages market are increasingly starting to switch to lower alcoholic drinks such as beer, cider/perry and RTDs. This is the result of the healthy trend, including price competitiveness and the increase of new drinkers.

Driven Factors:

- ✓ Premiumization Trends
- ✓ Lifestyle changes
- ✓ Increasing middle income and young drinkers
- ✓ Modern trade expansion
- ✓ Changing alcohol drinking behavior
 - Sophisticated consumer preferences

Driven Factors:

- ✓ Changing alcohol drinking behavior
 - the growing health-conscious trend
- ✓ Women' preferred beverage
 - Women tend to drink more non/low-alcohol beverages than men

Opportunities

- ▶ Launch premium products to meet premium marketplace demands.
- ▶ Establish craft breweries in other countries like Vietnam and import to Thailand.
- ▶ Offer new drinks to serve sophisticated consumer preferences.
- ▶ Invest in No/Low-Alcoholic Beverages market to meet market trends.

Potential Markets/ Segments

- ▶ Premium alcoholic beverages market
 - Premium beers : Craft beer / Imported beer
 - Premium spirits : White spirits (Sura Khao Hom) / Brandy
- ▶ New and novelty products market
- ▶ Low alcoholic beverages market
- ▶ Non-alcoholic beverages market

Conclusion

- The alcoholic beverages market in Thailand is dominated by locally produced products due to their advantages in costs, strong distribution networks, consumer insights, and especially the possession of production licenses. Breaking down the alcoholic beverages market in Thailand, beer is the most popular alcoholic beverage amongst Thai consumers, followed by spirits, wines and others.
- In the past few years, there has been an increase in popularity of premium alcoholic beverages like imported beers and craft beers, most of which were imported from Vietnam. Meanwhile, premium spirits is gathering attention as an increasing number of new white spirits and brandy brands were recently launched by major market players.
- Future alcoholic beverages in Thailand will be driven by the premiumization and non/low-alcoholic beverages due to the increasing middle-income group and health consciousness amongst consumers.
- Even as Thais are facing the COVID19 pandemic crisis, the premium alcoholic beverages market was largely unaffected. To help other segments that were affected by the crisis, the government also has a plan to revise the "Liquor Production Permission B.E.2560" to support small-to-medium sized producers in Thailand.

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