Summary

- Wine market in Thailand is forecast to register high growth with a CAGR of 6.9% during 2014-2019
- Of the three Wine categories analyzed, Still Wine accounted for largest growth with 97.0% share and Sparkling Wine is the fastest growth category, registering a CAGR of 17.2% during 2014-2019
- In Thailand’s Wine market, Food & Drinks Specialists is the leading distribution channel accounted with 68.5% share of the market
- Bottle occupies the largest share as a container type which accounted for 99.6% in 2014
- Hardys with 42.8% share, is the leading brand in Still Wine category

Scope

This report brings together multiple data sources to provide a comprehensive overview of the Wine sector in Thailand as part of our global coverage of the sector. This report draws on market data, analyzing value and volume data and category and channel distribution breakdown, also highlighting which categories are witnessing the highest growth. Brand analysis is also provided. It contains top line foodservice transaction figures highlighting where the most opportunistic channels are for industry players in the country.

- The overall market value and volume data included in the report is for the period 2014-2019.
- This report provides information on three categories including Still Wine, Sparkling Wine and Fortified Wine
- The report provides more extensive brand share coverage. Brand share data is also validated by inputs from industry experts.
- The Distribution data included in the report covers 11 distribution channels including Cash & Carries & Warehouse Clubs, “Dollar Stores”, Variety Stores & General Merchandise Retailers, Hypermarkets & Supermarkets, Convenience Stores
- Detailed packaging analysis is also provided, analyzing category trends and also packaging material and type.
This report provides thorough, fact based analysis of the Wine Market in Thailand. The findings are supported by Canadean data collected using extensive secondary and primary research methodologies.

**Country Context**
Analysis is provided on key macro economic indicators including GDP per capita, consumer price index and population for 2009-2014

**Market Overview**
Helps identify high potential categories and explore further market opportunities based on detailed value and volume analysis

**Retail Landscape and Key Distribution Channels**
Existing and new players can analyse key distribution channels to identify and evaluate trends and opportunities

**Packaging**
Includes analysis on packaging materials, containers, closures and outers. Also provides forecast growth in usage of the same for 2014-2019

**Brand and Private label Share**
Gain an understanding of the total competitive landscape based on detailed brand share analysis to plan effective market positioning

**Consumer Trends**
Provides access to the key and most influential consumer trends driving prepared meals consumption, and how they influence consumer behavior in the market which will help determine the best audiences to target
The Wine market is forecast to register higher growth in value terms during 2014-2019 compared to 2009-2014.

• The Wine market in Thailand is forecast to register higher growth in value terms during 2014-2019 as compared to 2009-2014. It grew at a CAGR of X.X% in local currency terms during 2009-2014 and is forecast to register strong growth at a CAGR of X.X% during 2014-2019.

• The volume consumption of Wine grew at a CAGR of X.X% during 2009-2014 and is forecast to register growth at a CAGR of X.X% during 2014-2019.

<table>
<thead>
<tr>
<th>Period</th>
<th>THB million</th>
<th>US$ million</th>
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<tbody>
<tr>
<td>2009</td>
<td>XX,XXX.X</td>
<td>XXX.X</td>
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<tr>
<td>2014</td>
<td>XX,XXX.X</td>
<td>XXX.X</td>
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<tr>
<td>2019</td>
<td>XXXXX.X</td>
<td>XXX.X</td>
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<td>CAGR 2009-2014</td>
<td>X.X%</td>
<td>X.X%</td>
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<tr>
<td>CAGR 2014-2019</td>
<td>X.X%</td>
<td>X.X%</td>
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</table>
The Sparkling Wine category is forecast to register fastest growth by value during 2014-2019

The Still Wine category valued at THBXX,XXX million (US$XXX.X million) accounted for the largest value consumption with XX.X% share in 2014. The Sparkling Wine category is forecast to register fastest growth at a CAGR of XX.X% in local currency terms during 2014-2019. It was followed by the Fortified Wine category with a CAGR of X.X% during the same period.
**Food & Drinks Specialists is the leading distribution channel in Thailand's Wine and Spirits market**

Wine as a percentage of overall Wines & Spirits:
Wine accounted for XX.X% of Wines & Spirits sales in Thailand in 2013.

Food & Drinks Specialists is the leading distribution channel in Thailand and accounted for XX.X% of volume sales of Wines & Spirits in 2013. It was followed by on-trade transaction with XX.X% share. Hypermarkets & Supermarkets registered fastest growth at a CAGR of X.X% during 2010-2013.

On-trade is the leading distribution channel in Thailand's Wine market which accounted for XX.X% share in 2014. It was followed by Hypermarkets & Supermarkets with XX.X% share. Food & Drinks Specialists had a considerable large share of XX.X%.
Glass is the most commonly used packaging material in the Thailand’s Wine market.

Glass was widely used in Thailand's Wine market with XX.X% share followed by Paper & Board with X.X% share in 2014.

Bottle was the mostly used container type and accounted for XX.X% of the market share in 2014. It was followed by Bag-In-Box with a share of X.X%.

Glass was the most commonly used packaging material across all the three categories. While X.X% of Paper & Board was used for Still Wine.

Bottle container type was most commonly used for the packaging of all the three categories in the Wine market in Thailand.
This report features data derived from market data.

**Market Data**

In order to create the data for all reports in this series and ensure their robustness, a comprehensive and empirically robust research methodology has been adopted. This combines both a large-scale program of industry research with the results of extensive primary industry interviewing and calling. Furthermore, all definitions are standardized across products and countries to ensure comparability.

The two main research methods, secondary research and primary research (the program of interviewing industry contacts), are brought together and because both sets of research processes have been designed in conjunction with each other they can be combined and consolidated into the final, integrated data sets.

The secondary research process involves covering publicly available sources, trade associations, specialist databases, company annual reports, and industry publications. Primary research involves a major program of interviewing leading industry executives for each category covered in each country – all with local country experts; typically brand, product and marketing managers for major brands within each country. These processes help analysts in capturing both qualitative and quantitative information about the market.

The final stage of the process is the triangulation of inputs obtained from all the research methods with the analyst’s own understanding of the market in order to finalize the data. Once the data is finalized, it goes through various top level quality checks prior to publishing.
Related Reports

• Consumer and Market Insights: Wine Market in India
• Consumer and Market Insights: Wine Market in Hong Kong
• Consumer and Market Insights: Wine Market in Indonesia
• Consumer and Market Insights: Wine Market in Japan
• Consumer and Market Insights: Wine Market in Malaysia
• Consumer and Market Insights: Wine Market in Philippines
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- New product examples launched in the Thailand Wine market

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