

COFFEE & RTD COFFEE – THAI CONSUMER – 2023

Enter the functional coffee space with a focus on mental stimulation; use superior quality to differentiate for heavy users, and strike a chord with Gen Z's indulgence needs.



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Coffee & RTD Coffee - Thai Consumer - 2023

This report looks at the following areas:

- Consumption of and interest in trying different coffee formats
- Consumption frequency of coffee
- Attributes that are important when choosing a coffee product
- Formulation choice in an ideal coffee drink
- Behaviours and attitudes regarding coffee products
- Attributes in coffee that consumers would be willing to pay more for



Enter the functional coffee space with a focus on mental stimulation; use superior quality to differentiate for heavy users, and strike a chord with Gen Z's indulgence needs.

Overview

Coffee is an integral part of Thai consumers' lives, with nearly half of Thais (46%) drinking coffee daily, and over a quarter (27%) consuming it more than once a day. While these regular and heavy coffee users both rely on coffee for its caffeine, they differ on their expertise and passion for coffee.

Caffeine-dependency is driving demand for functional coffee; it is notable that consumers who are highly dependent on caffeine to get them through the day are willing to pay more for coffee with added health benefits, underlying the perceived value in more-healthy varieties and for coffee that provides more than just a mere caffeine kick. This Report outlines the opportunity for functional RTD coffee.

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Moreover, coffee brands have an opportunity to differentiate with superior quality when targeting Heavy Users who are evolving to become Connoisseurs; within this cohort, this Report explores the growing prevalence of home-baristas.

Lastly, this Report examines the Gen Z coffee consumer, who makes up the occasional coffee user group. Read on to gain insights into how brands can innovate to increase penetration within these three coffee consumer cohorts.

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Report Content

EXECUTIVE SUMMARY

- Mintel's perspective

Key issues covered in this Report

- Overview
- The outlook for coffee & RTD coffee in Thailand
- Health is top-of-mind, with surging demand for mental stimulation
- While regular and heavy coffee users both rely on coffee for its caffeine, they differ on their expertise and passion
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- Gen Zs are least likely to perceive RTD coffee as refreshing and flavorful
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- Mintel Trend: Locavore

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