



Wine to Thailand.

Trends and opportunities

The market

Wine has penetrated the Thai market in recent years and has achieved a high level of acceptance among Thai consumers.

Wine consumption has increased at the expense of other alcoholic beverages. Some factors driving this change include:

- ≠ The lower percentage of alcohol content (compared to spirits)
- ≠ The reported health benefits of moderate wine consumption
- ≠ Changed generational preferences
- ≠ Increased tourism

Thailand is a renowned market for scotch whisky. In fact, Thailand was the second biggest market in the world for Johnny Walker Black Label whisky prior to the economic crisis in 1997.

Wine has an over 20 per cent share of the total Thai alcoholic beverages market, and of this, 83 per cent is red wine.

Opportunities

Australian wine has a good reputation with Thai consumers, and is regarded as providing value-for-money. Opportunities are available for Australian exporters in both red and white wine.

Thai consumers favour red wine and dessert wine, however, both red and white wine are popular among foreign tourists and expatriates. There is an increasing demand for wine to cater for the steady increase in tourists.

Opportunities exist for low-cost wines from suppliers for private-label bottling for the major hypermarkets or wholesalers such as Tesco or Makro house brands, along with any of the five-star hotels.

The new Bangkok International Airport is scheduled to begin operation in 2006. More tourist arrivals will increase demand for imported wine.

Competitive environment

Table wine sold is sold at a local retail price that ranges from A\$15-30, local retail price for premium wine ranges from A\$50-100 and super -premium wines has a local retail price ranging from A\$260-400 or higher.

Price has now become a major determining factor in purchase decisions. Importers are sourcing new products to replace wines no longer expected to sell due to prohibitive prices.

France has the biggest share of the wine market with approximately 35 percent of total market share. Australia ranks second to France with approximately 33 per cent share followed by Italy, Chile and USA. Wines from Spain and New Zealand also have a market share in Thailand.

More information

For further information please contact Austrade on 13 28 78 or email info@austrade.gov.au

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