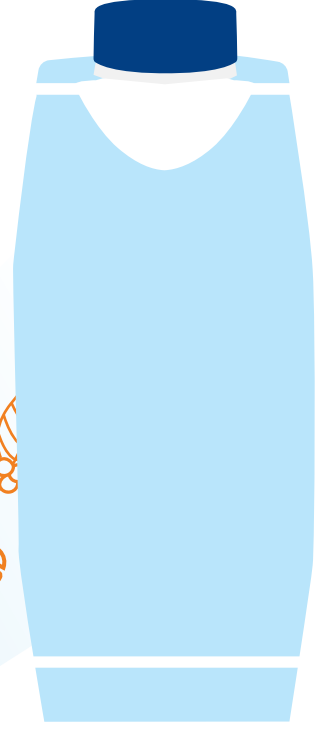


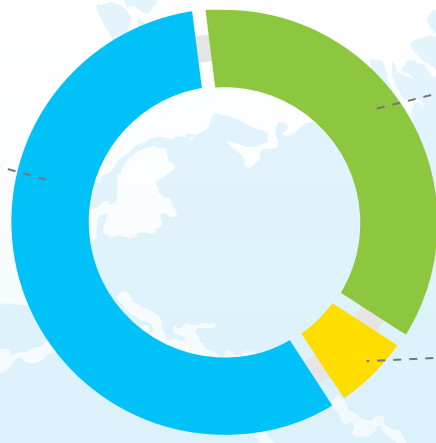
Gen Z and Millennials drive ready-to-drink coffee growth in Southeast Asia.

Gen Z and Millennial¹ consumers make up 49% of the population in Thailand². Understanding their unique mindset and consumption habits is key to unlocking the true growth potential of ready-to-drink (RTD) coffee.



Asia will continue to be the biggest market globally for RTD beverages³.

57%
Asia forecasted share of global RTD market in 2028



37%
Americas forecasted share of Southeast Asia's RTD market in 2028

6%
Rest of world forecasted share of global RTD market in 2028

Gen Z and Millennials are a dominant force for consumption in Thailand.

48%

of coffee-based drink consumers in Thailand are Gen Z and Millennials⁴

What do these young adults want from RTD coffee?



Our research shows that the lifestyle of these generations influences what they want from RTD coffee.

Convenience-first lifestyle

They value convenience above all. RTD coffee makes for a good fit, as quick commerce and hyper-convenience trends reshape beverage consumption habits⁵.



They see RTD coffee as a convenient beverage that will help them kickstart the day⁶.

Thirst for novelty and indulgence

They prioritise mental and emotional health and indulging in self-care treats⁷.

Their quest for novelty also means that over 75% of Gen Z and Millennials are always on the lookout for the "next cool thing"⁸. For RTD coffee in Thailand, this means new flavours and experiences.



27% of Thai consumers aged 18-24 would pay a premium for products that bring them fun and unique experiences⁹.

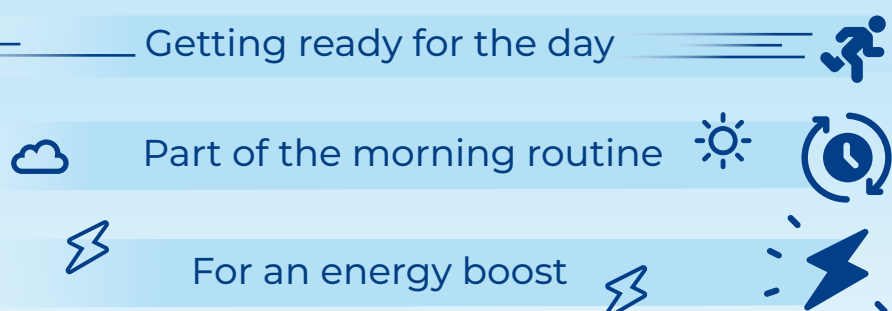
Responsible consumption



They value sustainability and expect brands to prioritise the environment. Over 60% prefer to make guilt-free choices by buying from sustainable brands¹⁰. 77% of Thai consumers expect brands to take the lead on addressing environmental issues¹¹.



When is RTD coffee most preferred in Thailand?⁶



Curious about capturing this untapped RTD coffee opportunity?

Read our eBook "Brew up ready-to-drink coffee innovations" to uncover strategies to capture the hearts of your Gen Z and Millennial consumers.



Sources:
 1. Gen Z: 12 - 27 years old (in 2024), Millennial: 28 - 43 years old (in 2024)
 2. Statista: Millennials and Generation Zs in Thailand - statistics & facts
 3. Statista: Ready-to-Drink (RTD) Coffee & Tea
 4. Tetra Pak: Unleashing the Power of Demand Spaces
 5. Tetra Pak, Trendipedia Consumer Trends 2025
 6. Tetra Pak: Demand Spaces - Consumer Research Report 2024
 7. Mintel: Inside the curious culinary world of Gen Z: health vs indulgence
 8. Statista: Understanding Gen Z consumers in emerging Asian markets
 9. Coffee broadens its appeal by blending with juice - Mintel
 10. First Insight: The state of consumer spending: Gen Z shoppers demand sustainable retail
 11. The Holistic Consumer - Global, 2024

Discover how to take your RTD coffee to the next level with Tetra Pak.

Get in touch

