

PRESS RELEASE

Tetra Pak unveils innovative packaging solutions for Thai F&B manufacturers to capture growing ready-to-drink coffee market

Bangkok, Thailand (3 December 2024) – Tetra Pak, a world-leading food processing and packaging solutions company, hosts an engaging event to showcase how food and beverage (F&B) manufacturers can capture the growing ready-to-drink (RTD) coffee market in Thailand. The **“Brewing for Success: Unlocking RTD Coffee Market Opportunities with Tetra Pak”** event explores the latest consumer trends in coffee consumption, emerging opportunities, and available solutions, highlighting Tetra Pak's packaging portfolios. With proven case studies of RTD coffee brands worldwide, Tetra Pak points out the brightening opportunities in innovative and value-added products in coffee business.

According to Tetra Pak Compass¹, coffee accounts for 11% of total beverage consumption worldwide and continues to see steady growth. In Thailand, it is among the most consumed beverages, with an expected annual growth rate of 3.5%. On average, Thai person consumes 300 cups of coffee per year. Working-age consumers and Gen Zs are increasingly seeking convenient, high-quality coffee experiences. However, Thailand Demand Space Research² shows that more than half of Thai consumers have yet to try RTD coffee-based drinks. This evolving behaviour and untapped market potential create significant opportunities for RTD coffee, contributing to a total market value of 24,000 baht in 2023³. With projections showing steady growth at 9% over the next 10 years³ this trend presents promising opportunities for both existing players looking to grow their coffee business and new entrants seeking to expand into the RTD coffee category.

“The RTD coffee segment in Thailand is experiencing dynamic growth with consumers seeking more alternatives with coffee choices. We see this as a unique opportunity for manufacturers and brands to tap into the RTD coffee market that appeals to more than half of Thai consumers. We can collaborate with customers to explore options on premiumization of coffee formats, helping them differentiate their products using Tetra Pak's innovative carton packaging solutions and ride the next wave of RTD coffee,” **said Supanat Ratanadib, Marketing Director, Tetra Pak (Thailand) Limited.**

The event and a webinar **“Brewing for Success: Unlocking RTD Coffee Market Opportunities with Tetra Pak”** dive deep into these trends and showcase how Tetra Pak support manufacturers throughout their entire product journey—from concept to shelf. Tetra Pak's comprehensive support includes market insights, product ideas creation and development, marketing, technical consultation and sustainable packing solutions. The worldwide company centres both Customer Innovation Center and Product Development Center provide our customers with facilities for ideas generation, product testing and development, ensuring RTD coffee products can meet market demands and hit the right consumer segments.

¹ Source: Tetra Pak Compass, All beverages excluded water, 2023 | All Process

² Source: Thailand Demand Space Research 2023, Tetra Pak Marketing tool

³ Source: Transparency Marketing Research, 2003

Tetra Pak's cutting-edge Tetra Prisma® Aseptic portfolio offers various portion pack sizes (200ml, 250ml, 300ml, 330ml) to suit different market segments and consumption occasions, particularly for premium and value-added RTD coffee products. These innovative packages combine world-class aseptic technology with unique prismatic shape and ergonomic design that elevates brand perception, providing optimal product protection while helping brands differentiate themselves in the market. Tetra Prisma® Aseptic packages are made with responsibly sourced materials certified by the Forest Stewardship Council™ (FSC™), helping manufacturers meet both environmental responsibilities and consumer expectations.

“Our role extends far beyond packaging solutions—we are a trusted partner with proven success in RTD coffee worldwide. The Tetra Prisma® Aseptic portfolio has demonstrated strong performance in RTD coffee in key markets like Japan, Korea, USA, and across Europe. As a complete solution provider, Tetra Pak brings together market expertise, innovative tools and technology, and comprehensive support to help manufacturers not only develop winning products but also achieve operational optimisation in this growing market,” **said Praeporn Amornpanupun, Packaging Portfolio Director, Tetra Pak (Thailand) Limited.**

Aside from the webinar, the event features an interactive media briefing and a tasting corner, where attendees can experience unique RTD coffee products packed in Tetra Pak cartons. The event also highlights how Tetra Pak's sustainable packaging solutions align with growing environmental consciousness among consumers, while meeting the highest standards of product protection and convenience.

For more information on how to grow coffee business with Tetra Pak, please visit:

https://tetrapak.com/en-th/campaigns/ready-to-drink-coffee?utm_source=partnerhub&utm_medium=paidmedia&utm_campaign=rtdcoffee&utm_content=Pressrelease

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ABOUT TETRA PAK

Tetra Pak is a world leading food processing and packaging solutions company. Working with our customers and suppliers, we provide access to safe, nutritious food for hundreds of millions of people in more than 160 countries every day.

With over 24,000 employees worldwide, we commit to making food safe and available, everywhere, and we promise to protect what's good: food, people and the planet.

More information about Tetra Pak is available at www.tetrapak.com/th.

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