

CASE STUDY: Beverage Landscape — Research Report

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1. EXECUTIVE SUMMARY

The beverage landscape among Thai consumers is driven by a complex interplay of functional needs, emotional desires, and growing health consciousness. Across all respondents, a primary motivation for consuming beverages like coffee, tea, and energy drinks is to gain energy, alertness, and refreshment, particularly in the mornings or during work. Soft drinks are also frequently chosen for refreshment and their sweet, fizzy taste, often paired with meals or during leisure. Alcoholic beverages, while consumed less frequently, serve a distinct social function, facilitating relaxation and enjoyment in group settings.

Despite the strong functional and emotional attachments to their preferred drinks, consumers are increasingly aware of health implications. Concerns about sugar content, weight gain, and long-term health issues such as diabetes, heart disease, and liver problems are prominent. This awareness is driving a noticeable shift towards healthier alternatives, with many respondents actively seeking out or increasing their consumption of health drinks, vitamin-infused water, and fresh fruit juices, while simultaneously reducing their intake of sugary beverages and alcohol.

The "ideal" drinking experience often involves a blend of sensory pleasure (taste, aroma, fizziness), desired physical effects (alertness, energy, refreshment), and a specific social or environmental context. Many envision enjoying their drinks in relaxing natural settings, with family or close friends, or as a comforting part of their daily routine. However, unmet needs persist, particularly for convenient and effective healthy options that offer both good taste and tangible benefits without high costs or difficulty in sourcing.

2. ANALYSIS BY TOPIC

A. [เครื่องดื่มที่ 1]

Respondents' primary choices for their first explored beverage largely centered around coffee, tea, milk, energy drinks, and health drinks, reflecting their daily routines and immediate needs. Coffee is predominantly consumed in the mornings to achieve alertness, focus, and a sense of calm or happiness, with popular brands including Nescafe, Boss, Segafredo, and various cafe chains (Amazon, All Cafe). Tea, particularly green tea or Thai tea, is favored for refreshment and relaxation, often consumed during work breaks or leisure, with Oishi and Lipton being mentioned. Milk is chosen for its taste, satiety, and perceived health benefits, often consumed on an empty stomach or before bed, with Betagen, Dutch Mill, and Foremost being popular. Energy drinks like Sponsor and M-150 are specifically used for a quick energy boost, especially during physical activity or when feeling tired. Health drinks, such as vitamin water (C-vitt, Singha) or fruit extracts, are consumed for their health benefits and refreshing qualities, often in the afternoon. Common drawbacks across these categories include potential sleep disruption (coffee, energy drinks), heart palpitations (coffee, energy drinks), digestive issues (milk, some teas), and concerns about cost for premium options.

B. [เครื่องดื่มที่ 2]

The second category of beverages explored included soft drinks, alcoholic beverages, and in some cases, fruit juice, energy drinks, or health drinks, often reflecting more occasional or social consumption patterns. Soft drinks, particularly Coke, Pepsi, and Fanta, are highly valued for their refreshing fizziness and sweet taste, frequently consumed with meals, during leisure (e.g., watching movies or playing games), or in hot weather. The main drawback cited is the high sugar content and associated health risks like weight gain and diabetes, leading some to opt for sugar-free versions. Alcoholic beverages, such as beer (Leo, Chang) and whiskey (Chivas Regal, Johnnie Walker), are primarily consumed in social settings with friends or family, or for personal relaxation after work. The desired effect is often a sense of relaxation, happiness, and improved social interaction, though concerns about health (liver, loss of control) and cost are noted. Fruit juices are chosen for refreshment and perceived health benefits like vitamins, while energy drinks and health drinks in this section serve similar functional roles as in Section A but are consumed in different contexts (e.g., afternoon slump, post-workout).

C. เครื่องดื่มทั้งหมดและการเปลี่ยนแปลง

A significant trend observed is the increasing consumption of health-oriented beverages, including various fruit juices, vegetable juices, vitamin-infused drinks, herbal drinks, and high-protein milk. This shift is largely driven by a growing awareness of personal health,

aging concerns, weight management, and a desire for sustained vitality. Conversely, many respondents reported actively reducing their intake of sugary drinks (such as traditional soft drinks and sweet fruit juices) and alcohol, primarily due to concerns about diabetes, weight gain, liver health, and the desire to maintain a healthier lifestyle. While some respondents expressed satisfaction with their current beverage choices and found them readily available, others highlighted unmet needs. These include a desire for more diverse and effective healthy drink options (e.g., herbal drinks that taste good, protein powders, fresh coconut water, freshly squeezed juices) that are both affordable and easy to find, especially in less urban areas. Some also mentioned a desire for alternatives to high-caffeine drinks that provide energy without the side effects like jitters or sleep disruption.

3. NOTABLE QUOTES BY TOPIC

A. [เครื่องดื่มที่ 1]

Respondent 3: "อารมณ์ไม่หุคหิงง่ายค่ะ"

(My mood doesn't get easily irritated.)

Respondent 6: "รู้สึกดื่มแล้วมีเอเนอร์จีสมองโลก"

(I feel like drinking it gives me energy for my brain and the world.)

Respondent 11: "ผลเพราะการดื่มปริมาณที่มากกว่าปกติจะทำให้มีอาการหัวใจสั่นครับ"

(Because drinking more than the usual amount causes heart palpitations.)

Respondent 22:

"ชอบตั้งแต่กลิ่นหอมเฉพาะอันเป็นเอกลักษณ์ของเมล็ดกาแฟรสชาติเข้มข้นที่ผสมกับนมแล้วกลมกล่อมลงตัวดื่มแล้วนอกจากจะได้ความผ่อนคลายและมีความสุขในช่วงคืนหลังดื่มเสร็จยังช่วยให้ตื่นตัวพร้อมที่จะทำกิจกรรมระหว่างวัน"

(I like the unique aroma of coffee beans, the rich taste that blends perfectly with milk. After drinking, besides feeling relaxed and happy, it also helps me feel alert and ready for daily activities.)

B. [เครื่องดื่มที่ 2]

Respondent 2: "จริง ๆ ไม่ได้ชอบดื่ม แต่ว่าดื่มเข้าสังคมเฉย ๆ"

(Actually, I don't really like drinking, but I drink it just for social reasons.)

Respondent 10: "ได้เป็นอิสระผ่อนคลายจากโลกภายนอกช่วงขณะนี้"

(To be free and relaxed from the outside world for a moment.)

Respondent 19: "กังวลพอควร เพราะเป็นโรคเบาหวาน แต่ตอนนี้ระดับน้ำตาลยังคุมได้อยู่ กลัวนาน ๆ ไปจะคุมไม่อยู่"

(Quite worried, because I have diabetes, but my sugar level is still under control. I'm afraid that in the long run, I won't be able to control it.)

Respondent 31: "เพราะเพราะรสชาติน้ำอัดลมอร่อย ไม่มีเครื่องดื่มอื่นที่สามารถทดแทนความซ่าของน้ำอัดลมได้ค่ะ"

(Because the taste of soft drinks is delicious, there's no other drink that can replace the fizziness of soft drinks.)

C. เครื่องดื่มทั้งหมดและการเปลี่ยนแปลง

Respondent 5: "ตอนนี้ก็จะดื่มพวกเครื่องดื่มเพื่อสุขภาพค่ะเพราะว่าจะจะเริ่มรักษาสุขภาพค่ะ"

(Currently, I'm drinking more health drinks because I'm starting to take care of my health.)

Respondent 15:

"ฉันอยากให้มีประโยชน์ที่ผสมผสานและลงตัวเหมาะกับช่วงเวลาที่ฉันอ่อนเพลียจากการทำงานและมีรสชาติที่สดชื่น"

(I want it to have combined and balanced benefits, suitable for when I'm tired from work, and have a refreshing taste.)

Respondent 22:

"ด้วยอายุที่มากขึ้นกังวลเรื่องของปัญหาสุขภาพมากขึ้นต้องการจะดูแลให้ร่างกายแข็งแรงสามารถใช้ชีวิตและทำกิจกรรมได้อย่างคล่องแคล่ว ว่องไวเหมือนแต่ก่อน"

(With increasing age, I'm more concerned about health problems and want to take care of my body to be strong and able to live and do activities as agilely as before.)

Respondent 28:

"เคยมีช่วงเช้าวันหนึ่งจะอยากดื่มกาแฟเพราะ่วงก็เลยเลือกที่จะดื่อกาแฟแต่ว่าน่าจะด้วยความที่คาเฟอีนเยอะเกินไปทำให้รู้สึกหัวใจสั่นมึนหัว"

(There was one morning when I wanted to drink coffee because I was sleepy, so I chose to drink coffee, but probably because of too much caffeine, I felt heart palpitations and dizziness.)

4. EMOTIONAL MOMENTS & SENTIMENT

Emotion: Worry/Concern (สุขภาพ - Health)

- Context: Many respondents expressed worry about the long-term health effects of their favorite sugary or alcoholic drinks, often linking it to personal health conditions or observations of others.

- Quote: Respondent 19:

"ตอนไปพบคุณหมอบอกเรื่องการกินกาแฟให้คุณหมอฟังคุณหมอกลัวว่าเราจะเป็นโรคที่วาลิ้นจะชินกับระดับน้ำตาลพอทานไปนานๆจะคิดว่าระดับนี้ขไม่หวานแล้วจะต้องมีการเพิ่มน้ำตาลไปอีกทำให้เราต้องเพิ่มน้ำตาลไปเรื่อยๆเพราะวาลิ้นมันชินกับระดับน้ำตาลตรงเนี่ยละละที่กลัวที่สุด"

(When I met the doctor and told him about my coffee consumption, the doctor was afraid that I would develop a condition where my tongue gets used to the sugar level. After consuming it for a long time, I would think this level isn't sweet anymore and would need to add more sugar, causing me to continuously increase the sugar. This is what I'm most afraid of, that my tongue gets used to this sugar level.)

- Pattern: This concern is a dominant theme, driving changes in consumption habits towards healthier options and a reduction in sugary and alcoholic beverages. It's often triggered by personal health checks, age, or observing health issues in their social circle.

Emotion: Relaxation/Happiness (ผ่อนคลาย/มีความสุข)

- Context: This positive emotion is frequently associated with both daily ritualistic drinks like coffee and social/occasional drinks like alcohol or soft drinks, often in specific, comfortable settings.

- Quote: Respondent 7: "ชอบรสชาติดื่มแล้วผ่อนคลาย...มีความสุขสนุกสนานดี"

(I like the taste, drinking it makes me relaxed... happy and fun.)

- Pattern: Relaxation and happiness are key drivers for beverage consumption, whether it's the quiet contemplation with coffee in nature, the social bonding over alcohol, or the simple pleasure of a fizzy drink with a meal. These emotions are often amplified when shared with loved ones or experienced in an ideal, stress-free environment.

Emotion: Energy/Alertness (กระปรี้กระเปร่า/ตื่นตัว)

- Context: This is a primary functional emotion, especially for morning and daytime drinks like coffee and energy drinks, crucial for starting the day or overcoming fatigue during work.

- Quote: Respondent 5: "ดื่มกาแฟร้อนตอนเช้าแล้วจะรู้สึกสดชื่นและกระปรี้กระเปร่าค่ะ"

(Drinking hot coffee in the morning makes me feel refreshed and energized.)

- Pattern: The need for a "boost" is a consistent demand across various demographics, highlighting the role of beverages as performance enhancers in daily life. The negative side of this is the "jitters" or "insomnia" if consumed excessively or at the wrong time.

Emotion: Frustration/Unmet Need (ไม่คอยใจ - Not meeting needs)

- Context: While less explicit, some respondents expressed a subtle frustration when they couldn't find a drink that perfectly met their needs, especially for healthy options that also taste good or are easily accessible.
- Quote: Respondent 15: "ฉันคิดว่ามีช่วงเวลาที่ฉันเหนื่อยที่ฉัน...ฉันหาเครื่องดื่มที่มาแทนให้ตรงกับความต้องการของฉัน"

(I think there are times when I'm exhausted... I'm looking for a drink that truly meets my needs.)

- Pattern: This sentiment points to a gap in the market for innovative, healthy, and convenient beverage solutions that can truly satisfy both functional and emotional desires without compromising on taste or accessibility.