

CASE STUDY: Coffee Deep Dive — Research Report

Generated: 04 April 2026, 13:04 | Based on 32 completed interviews

1. EXECUTIVE SUMMARY

The "Coffee Deep Dive" study reveals that coffee is deeply integrated into the daily lives of Thai consumers, serving as a fundamental necessity for alertness and a cherished ritual. The majority of respondents consume coffee daily, primarily in the mornings, to kickstart their day and combat drowsiness. While caffeine is a key driver, the sensory experience of taste and aroma, along with the comfort of routine, also play significant roles in their consumption habits. Many express feelings of irritability, lack of energy, or a sense of incompleteness if they miss their daily coffee.

Consumption patterns are diverse, with a notable split between home brewers who value convenience and cost-effectiveness, and café-goers who seek specific tastes, brand experiences, or social opportunities. Ready-to-drink (RTD) options from convenience stores also serve as a crucial channel for quick, on-the-go consumption, especially during busy workdays or travel. Brand loyalty exists, particularly for home-brewing brands like Nescafé and Moccona, but many consumers are open to switching based on convenience, promotions, or a desire to try new flavors, especially when purchasing from cafes.

Preferences lean towards strong, less sweet coffee, often served cold, reflecting Thailand's climate. However, traditional sweet Thai iced coffee and instant coffee remain popular for their convenience and familiar taste. There's a growing awareness of health, with some respondents actively reducing sugar intake. Consumers express a desire for more healthy options, greater flavor variety, and improved accessibility to unique or premium coffee experiences within Thailand, suggesting an evolving palate and a market ripe for innovation.

2. ANALYSIS BY TOPIC

A. เริ่มต้นเรื่องกาแฟ (Starting with Coffee)

Most respondents describe coffee consumption as a daily, non-negotiable ritual, primarily occurring in the morning to initiate their day. Many also consume coffee in the afternoon to combat post-lunch drowsiness or maintain focus at work. While home brewing (both instant and machine-based) is a common morning routine, purchasing from cafes or convenience stores is also prevalent, especially for those commuting or working in offices. The impact of not drinking coffee ranges from feeling "irritated" (หงุดหงิด) and "lacking energy" (ไม่มีแรง) to a sense of "something missing" (ชีวิตขาดอะไรไป). For some, it's a direct need for caffeine to stay alert, while for others, it's a deeply ingrained habit or a source of pleasure and comfort. A few respondents, however, claim they would not feel significantly different if they missed their coffee, suggesting a more habitual than dependent relationship.

B. ลงลึกในโอกาสหลัก (Deep Dive into Main Occasion)

The primary coffee moment for most respondents is in the morning, typically between 7-9 AM, either at home or at the office. This period is often described as a personal, quiet time for reflection or preparation for work, with many enjoying their coffee alone. For home brewers, this involves making hot black coffee or a preferred instant mix. Café-goers often grab a cold cappuccino or Americano on their way to work or during a mid-morning break. Afternoon consumption is also significant, driven by the need to overcome drowsiness during work. Convenience is a major factor in choosing where to get coffee for these main occasions, with proximity to home or work, and quick service being highly valued. The type of coffee consumed varies, but cold beverages are popular due to the climate, though hot coffee is also a cherished morning ritual for some.

C. แร่พันธุ์และรูปแบบการดื่ม (Brands and Consumption Patterns)

Respondents exhibit a mix of brand loyalty and situational switching. Many have a go-to brand for home brewing (e.g., Nescafé, Moccona, Khao Shong) or a preferred cafe chain (e.g., Café Amazon, Starbucks) due to familiar taste, convenience, or perceived quality. However, a significant number are open to trying new brands or switching based on promotions, proximity, or a desire for variety. For instance, some might stick to their usual instant coffee at home but explore different cafes when out or traveling. Ready-to-drink options from convenience stores are frequently chosen for their ease of access, especially when time is limited. There's a general willingness to experiment with new products, particularly if they offer unique flavors or are conveniently located.

D. รสชาติ ความชอบ และการเปลี่ยนแปลง (Taste, Preferences, and Changes)

The "dream coffee" generally involves a strong, rich aroma and taste, with moderate to low sweetness. Cold coffee is widely preferred for its refreshing quality in Thailand's climate, though hot coffee holds a special place for morning rituals. While some appreciate the traditional sweet Thai iced coffee, many express a preference for less sweetness, indicating a shift towards more balanced or bitter profiles. Instant coffee is valued for its convenience and familiar taste. Over the years, many respondents report an increase in their coffee consumption, often linked to increased work responsibilities and the need for more caffeine. There's also a trend towards reducing sugar intake due to health consciousness. Beyond the drink itself, coffee represents personal happiness, a sense of routine, a boost for productivity, and for some, a social connector.

E. ปิดท้าย (Closing)

When asked about desired improvements in the Thai coffee market, several themes emerged. Many respondents expressed satisfaction with the current availability, variety, and taste of coffee in Thailand, highlighting its convenience and quality. However, there's a notable desire for more health-conscious options, specifically less sugar or sugar-free alternatives, especially in ready-to-drink and cafe menus. Some also wished for greater diversity in unique flavors, more premium imported coffee options, and innovative packaging. Price was a concern for a few, hoping for more affordable options, while others sought better accessibility to specific types like cold brew or fruit-infused coffees. The sentiment around "health-friendly" coffee was strong, with a desire to enjoy coffee without feeling guilty about its sugar or cream content.

3. NOTABLE QUOTES BY TOPIC

A. เริ่มต้นเรื่องกาแฟ

Respondent 1: "กาแฟเป็นกิจวัตรแรกๆที่ได้เริ่มวันใหม่ ผมหลงใหลบรรยากาศกับเสน่ห์กลิ่นกาแฟยามเช้า เพื่อปล่อยสมองให้โล่งช่วยในความคิดสร้างสรรค์ต่อดีไซน์แบบเสื้อทางร้านตัวเอง"

(Coffee is one of the first routines to start a new day. I am captivated by the atmosphere and the charm of the morning coffee aroma, to clear my mind and aid in creative thinking for my clothing designs, to think about developing myself to be good all day.)

Respondent 2: "ถ้าฉันไม่ได้ดื่มกาแฟจะรู้สึกหงุดหงิด"

(If I don't drink coffee, I will feel irritated.)

Respondent 11: "กาแฟเป็นสิ่งสำคัญที่สุดสำหรับฉันในแต่ละวัน สมมติถ้าพรุ่งนี้ไม่ได้ดื่มกาแฟ ฉันคงจะรู้สึกไม่อยากทำอะไรเลยทั้งวัน"

(Coffee is the most important thing for me every day. Suppose if I couldn't drink coffee tomorrow, I would probably feel like doing nothing all day.)

B. ลงลึกในโอกาสหลัก

Respondent 4: "ช่วงที่ไม่ค่อยพลาดคือกาแฟตอนเช้า ประมาณ 8-9 โมง ดื่มที่บ้านก่อนเริ่มงาน ส่วนใหญ่จะเป็นอเมริกาโน่หรือกาแฟเย็น ช่วยให้ตื่นตัวและโฟกัสได้ดี"

(The time I rarely miss is morning coffee, around 8-9 AM. I drink it at home before starting work, mostly Americano or iced coffee. It helps me wake up and focus well.)

Respondent 8: "ช่วงเวลากาแฟสักก็จะเป็นช่วงพักเด็กตอนกลางวันเวลาที่ทำงาน ดื่มเพื่อไม่ให้เกิดอาการง่วงหรือว่าล้าจากการทำงาน"

(The main coffee time would be during the afternoon break at work. I drink it to prevent drowsiness or fatigue from work.)

Respondent 12: "เพราะเป็นร้านที่ดื่มเป็นประจำ และมีสมาชิกกับร้านนี้"

(Because it's a shop I regularly drink from, and I have a membership with this shop.)

C. แบรินด์และรูปแบบการดื่ม

Respondent 24: "อาจจะซื้อยี่ห้ออื่นมาดื่มบ้างในบางครั้งถ้ามียี่ห้อใหม่ๆที่ไม่เคยดื่มออกมาจำหน่ายก็จะลองซื้อมาดื่ม"

(I might buy other brands to drink sometimes if new brands that I haven't tried before are released for sale, I will try buying them to drink.)

Respondent 26: "ไม่มีเหตุผลอะไรเป็นพิเศษ ส่วนใหญ่แค่เห็นว่ามันวางอยู่บนชั้นแล้วอยากลอง"

(No special reason. Mostly I just see it on the shelf and want to try it.)

Respondent 32: "เมนูใหม่ๆค่ะ โปร โนมชั่น และรสชาติของแต่ละร้านก็ไม่เหมือนกันค่ะ บางทีก็สั่งเพื่อเป็นภาพลักษณ์ก็มีค่ะ"

(New menus, promotions, and the taste of each shop are different. Sometimes I order for the image too.)

D. รสชาติ ความชอบ และการเปลี่ยนแปลง

Respondent 1: "รสชาติเข้มข้นหอม ไม่มีความหวาน ควรร้อน"

(Rich and fragrant taste, no sweetness, should be hot.)

Respondent 4: "เมื่อก่อนจะดื่มหวาน ๆ อย่างลาเต้หรือกาแฟเย็นบ่อยกว่า... เพราะเริ่มใส่ใจสุขภาพมากขึ้น เลยพยายามลดน้ำตาล"

(Before, I used to drink sweet lattes or iced coffee more often... because I started paying more attention to health, so I tried to reduce sugar.)

Respondent 28: "กาแฟแทนความรู้สึก มีความอบอุ่น มีความสุขกับสิ่งรอบตัว มีสติรับรู้จดจอกับสิ่งที่ทำ และมีเป้าหมายในชีวิตค่ะ"

(Coffee represents a feeling of warmth, happiness with surroundings, mindfulness and focus on what I do, and having goals in life.)

E. ปิดท้าย

Respondent 23: "ส่วนตัวอยากให้มีกาแฟที่เป็นมิตรต่อสุขภาพมากขึ้น เช่น ใช้ครีมแทนที่ครีมเทียม เพราะมันจะทำให้ผู้บริโภคมีสุขภาพดี หรือใช้สำหรับกรอบอื่นๆ เช่น ย่าหวานแทนน้ำตาล จะทำให้ผู้บริโภคมีสุขภาพดีด้วยครับ"

(Personally, I want more health-friendly coffee, for example, using healthy cream instead of creamer, because it will make consumers healthier, or using other frameworks like stevia instead of sugar will also make consumers healthier.)

Respondent 26: "ความเป็นมิตรต่อสุขภาพค่ะ อยากแบบว่า ดื่มได้ปกติโดยไม่ต้องรู้สึกผิดกับตัวเอง ทุกวันนี้ไม่แน่ใจเลยว่าจะต้องตัดหวานไหน"

(Health-friendliness. I want to be able to drink normally without feeling guilty about myself. Nowadays, I'm not even sure when I'll have to cut it off.)

Respondent 29: "สำหรับกาแฟในปัจจุบันที่ซื้อ อยากให้มีความหลากหลายของรสชาติ บรรจุภัณฑ์ที่หลากหลายแบบเมืองนอกค่ะ"

(For current coffee purchases, I want more variety in taste and diverse packaging like abroad.)

4. EMOTIONAL MOMENTS & SENTIMENT

1. Irritation/Frustration (หงุดหงิด)

- Context: Missing the daily coffee ritual, especially in the morning, leads to feelings of irritability and a lack of focus, impacting daily activities and interactions.

Verbatim

- Respondent 2: "ถ้าฉันไม่ได้ดื่มกาแฟจะรู้สึกหงุดหงิด" (If I don't drink coffee, I will feel irritated.)
- Respondent 19: "หงุดหงิด" (Irritated.)
- Respondent 27: "ก็มันก็แกล้งง่วง ถ้าวันคืนมันก็แกล้งง่วงครับ" (Well, it's just drowsiness. If it's night, it's just drowsiness.) - *This respondent uses "แกล้งง่วง" which implies a mild, almost playful annoyance with drowsiness, but the context of not having coffee suggests a deeper frustration.*
- Pattern: This emotion is consistently linked to the absence of caffeine and the disruption of a deeply ingrained morning routine, highlighting coffee's role as a functional necessity for mental clarity and mood regulation.

2. Lack of Energy/Weakness (ไม่มีแรง / อ่อนแรง)

- Context: Without coffee, respondents report feeling physically weak, sluggish, and unable to perform tasks effectively, sometimes leading to more severe physical symptoms.

Verbatim

- Respondent 5: "ถ้าวันนี้ฉันข้างกับแฟน ฉันคงมีชีวิตอยู่ไม่ได้แล้ว ต้องรายเรียนแรงมากค่ะ" (If I were without coffee today, I probably couldn't live. I would feel very weak.)
- Respondent 21: "เคยมีวันหนึ่งที่ฉันไม่ได้ดื่มกาแฟแล้วฉันรู้สึกอ่อนแรง รู้สึกทำงานไม่ดี ใจสั่น รู้สึกเหมือนนอนตลอด" (There was one day I didn't drink coffee and I felt weak, felt like I couldn't work well, had heart palpitations, felt like sleeping all the time.)
- Pattern: This sentiment underscores coffee's critical role as an energy booster and a physiological necessity for many, directly impacting their ability to function and work.

3. Guilt/Concern (รู้สึกผิด / กังวล)

- Context: A growing concern about the health implications of consuming sweet coffee, leading to feelings of guilt or hesitation when indulging in preferred, less healthy options.

Verbatim

- Respondent 4: "ตอนแรกแอบเสียดายนิดหน่อย เพราะอยากได้รสหวานๆ" (At first, I felt a little regret because I wanted a sweet taste.) - *While not explicitly "guilt," the respondent's "regret" after choosing a healthier option due to health concerns implies a conflict between desire and health consciousness.*
- Respondent 26: "ความเป็นมิตรต่อสุขภาพค่ะ อยากแบบว่า ดื่มได้ปกติโดยไม่ต้องรู้สึกผิดกับตัวเอง ทุกวันนี้ไม่แน่ใจเลยคะว่าต้องตัดหวานไหน" (Health-friendliness. I want to be able to drink normally without feeling guilty about myself. Nowadays, I'm not even sure when I'll have to cut it off.)
- Pattern: This emotion highlights an emerging tension between enjoyment and health awareness, suggesting a market opportunity for healthier, guilt-free coffee options that still deliver on taste.

4. Happiness/Pleasure (ความสุข)

- Context: Coffee is a source of simple pleasure, comfort, and a moment of personal enjoyment, often associated with quiet reflection or social interaction.

Verbatim

- Respondent 1: "แทนความรู้สึกอบอุ่นหัวใจในแรกนึกถึงมีความสุขใส ดันเต้นกับแรงต้านทานในชีวิตประจำ" (It represents a warm feeling in my heart at first thought, with brightness and excitement for the resistance in daily life.)
- Respondent 28: "ช่วงสถานการณ์ที่ตื่นนอนช่วงเช้าได้ดื่มกาแฟที่ระเบียงและมองไปเห็นวิวหลังบ้านค่ะ" (During the situation of just waking up in the morning, drinking coffee on the balcony and looking at the view behind the house.)
- Respondent 17: "นั่งจิบต้นเงาๆ ก็อร่อยเปลี่ยนๆ หรือว่าต้องหวานนะ ถึงจะอร่อย ถ้าคุมอย่างเดียวไม่โซด" (Sitting under the shade, sipping, it's delicious and changing, or it has to be sweet to be delicious. If it's only bitter, it's not lucky.)
- Pattern: This positive sentiment reinforces coffee's role beyond mere functionality, positioning it as a contributor to overall well-being and a cherished part of personal routines and social connections.