Soft drink market studies in Thailand

Date: 29th Dec 2014
A. Research background

- Currently, soft drink market value in Thailand totally is THB 46,000 Million. The main segment is black drink with (THB 35,000 Million) and color drink is (THB 11,000 Million).
- There are currently four leading brands in Thailand which are Coca Cola, Pepsi, est cola and Big cola.

<table>
<thead>
<tr>
<th>Player</th>
<th>Marketing Strategy</th>
</tr>
</thead>
<tbody>
<tr>
<td>Coca Cola</td>
<td>Music Marketing</td>
</tr>
<tr>
<td>Pepsi</td>
<td>Sport Marketing</td>
</tr>
<tr>
<td>Est Cola</td>
<td>Lifestyle Marketing</td>
</tr>
<tr>
<td>Big Cola</td>
<td>Differentiated Marketing</td>
</tr>
</tbody>
</table>

Source: Post Today News
B. Research design

- **Research Method**: Online research
- **Fieldwork Period**: 1st – 15th December 2014
- **Research Area**: Nationwide (Thailand)
- **Respondent Criteria**: Male & Female (50%:50%), Aged (above 16 years old)
- **Sample Size**: 450 samples
- **Number of Questions**: 17 Main Questions
- **Criteria**: Consumed soft drink in the last 3 months
- **Research Objectives**: To understand about Thai consumers behavior on soft drink, To evaluate brand awareness, Brand Favorability and Purchase Intention in the future
C. Respondent profile

- Gender
  - Male: 50%
  - Female: 50%

- Current living city
  - North: 29%
  - Central: 23%
  - South: 14%
  - Northeast: 11%
  - West: 7%
  - East: 2%
  - Greater Bangkok: 14%

- Age
  - 16 - 24 yrs: 17%
  - 25 - 34 yrs: 30%
  - 35 - 44 yrs: 53%

- Monthly household income
  - A Class: 43%
  - B Class: 29%
  - C Class: 28%
D. Key findings : Consumer Behavior

1. Frequency of consuming soft drink
25.6% respondents had consumed soft drink 3-4 times a week in the last 3 months. High percentage of heavy user which is 60.8% that consumed soft drink often; 18.0% of respondents consumed daily and 17.3% of respondents consumed 5-6 times a week; and 49.3% of age group 16 – 24 yrs consumed more than 3 times a week. 41.9% of those aged 35 – 44 yrs consumed 2 times/ week or less.

2. Moment to consume soft drink
Relaxation in leisure time is the main reason why 68.7% of the respondent consume soft drink.
Another main reasons for target age of 16-24 yrs and age of 25 – 34 yrs for party reason with an average of 63.6%, While the main reason for target age of 35 – 44 yrs are to refresh with around 62.2%

3. Consideration factors when choose soft drink
86.4% of respondents claimed that flavor is the key consideration factor when buying soft drink.
The availability and the price are also affecting the purchasing.

4. Popular type of package
84.4% preferred medium – sized package and 82.7% prefer small – sized plastic bottle
However, medium-sized and big-sized plastic bottle is more popular for age group of 25 – 34 yrs and, age group of 35 – 44 yrs.

5. Source of soft drink advertising
Ads on TV is the major source of soft drink advertising, 95.3% found the ads on TV.
Those respondents flavored Big cola found the ads on the internet, the theater, the bus and radio
D. Key findings: Brand Evaluation

6. TOM vs. Spontaneous vs. Total awareness of soft drink brands

*Coca-Cola is the brand leader for soft drink category.*

The top three soft drink brands that aware by respondents are Coca Cola (96.0%), Pepsi (95.8%) and Fanta (90.2%), But Pepsi has the highest gap score between TOM and spontaneous, which accounts for 35.5% and 84.4%.

7. Soft drink’s brands ever tried & last drink

*87.6% ever tried Pepsi, and 70% drink Pepsi in the last month.*

Although Coca Cola is the top-aware brand, however, Pepsi is the top brand receiving highest ever tried score and last drink score.

8. Soft Drink Brand Favorability

*70% drink Pepsi in the last month and 52.4% claimed that Pepsi is the brand they frequently drink.*

Although Coca Cola is the top-aware brand, however, Pepsi is the leading brand that the respondent frequently drink. As age group of 16 – 24 yrs and 25 – 34 age target group Big cola gained more popularity for age group of 16 – 24 yrs and 25 – 34 yrs.

9. Soft Drink Purchase Intention

*92.4% claimed that they intend to buy Pepsi in the future*

Those brand with high percentage of brand favorability also shows high percentage of purchase intention.
E. Detail findings

1. Consumer Behavior
2. Brand Awareness
1. Frequency of consuming soft drink

25.6% respondents had consumed soft drink 3-4 times a week in the last 3 months. High percentage of heavy user which is 60.8% that consumed soft drink often; 18.0% of respondents consumed daily and 17.3% of respondents consumed 5-6 times a week; and 49.3% of age group 16 – 24 yrs consumed more than 3 times a week. 41.9% of those aged 35 – 44 yrs consumed 2 times/ week or less.

Q2. Please specify how often do you consume soft drink by yourself? [SA] n = 450
2. Moment to consume soft drink

Relaxation in leisure time is the main reason why 68.7% of the respondent consume soft drink.

Another main reasons for target age of 16-24 yrs and age of 25 – 34 yrs for party reason with an average of 63.6%, While the main reason for target age of 35 – 44 yrs are to refresh with around 62.2%

Q3. In what moment do you consume soft drink? [MA] n = 450
3. Consideration factors when choose soft drink

86.4% of respondents claimed that flavor is the key consideration factor when buying soft drink.

The availability and the price are also affecting the purchasing.

Q10. Please specify how much these factors affect soft drink brand choosing? [MSA] n = 450
4. Popular type of package

84.4% preferred medium – sized package and 82.7% prefer small – sized plastic bottle

Currently, medium – sized glass bottle is gaining less popular

Q4. Which type of packaging do you like to buy? [MSA] n = 450
4. Popular type of package

**Small – sized plastic bottle is popular for age group of 16 – 24 yrs, 83.8% of them always buy it**

However, medium-sized and big-sized plastic bottle is more popular for age group of 25 – 34 yrs and, age group of 35 – 44 yrs.

<table>
<thead>
<tr>
<th>Package Type</th>
<th>Frequency</th>
<th>16 - 24 yrs</th>
<th>25 - 34 yrs</th>
<th>35 - 44 yrs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Can</td>
<td>Buy it</td>
<td>49.3%</td>
<td>44.6%</td>
<td>50.0%</td>
</tr>
<tr>
<td></td>
<td>Frequently Buy</td>
<td>25.0%</td>
<td>27.5%</td>
<td>21.6%</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>74.3%</td>
<td>72.1%</td>
<td>71.6%</td>
</tr>
<tr>
<td>Small - sized plastic bottle</td>
<td>Buy it</td>
<td>42.6%</td>
<td>39.6%</td>
<td>43.2%</td>
</tr>
<tr>
<td></td>
<td>Frequently Buy</td>
<td>41.2%</td>
<td>43.3%</td>
<td>36.5%</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>83.8%</td>
<td>82.9%</td>
<td>79.7%</td>
</tr>
<tr>
<td>Medium - sized glass bottle</td>
<td>Buy it</td>
<td>48.5%</td>
<td>45.4%</td>
<td>41.9%</td>
</tr>
<tr>
<td></td>
<td>Frequently Buy</td>
<td>25.0%</td>
<td>22.9%</td>
<td>24.3%</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>73.5%</td>
<td>68.3%</td>
<td>66.2%</td>
</tr>
<tr>
<td>Medium - sized plastic bottle</td>
<td>Buy it</td>
<td>44.9%</td>
<td>44.2%</td>
<td>41.9%</td>
</tr>
<tr>
<td></td>
<td>Frequently Buy</td>
<td>39.0%</td>
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<td>40.5%</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>83.8%</td>
<td>85.4%</td>
<td>82.4%</td>
</tr>
<tr>
<td>Big sized plastic bottle</td>
<td>Buy it</td>
<td>43.4%</td>
<td>48.3%</td>
<td>36.5%</td>
</tr>
<tr>
<td></td>
<td>Frequently Buy</td>
<td>35.3%</td>
<td>35.8%</td>
<td>45.9%</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>78.7%</td>
<td>84.2%</td>
<td>82.4%</td>
</tr>
</tbody>
</table>

*Remark: Highlighted is those age group with high percentage of consumption on key package type; yellow color shows high percentage of buy it or frequently buy it; while blue color shows high sum percentage of buy it plus frequently buy it*

Q4. Which type of packaging do you like to buy? [MSA] n = 450
5. Source of soft drink advertising

Ads on TV is the major source of soft drink advertising, 95.3% found the ads on TV
65.1% of customer found ads in supermarket and 52.2% of customer found ads on internet
Those respondents flavored Big cola found the ads on the internet, the theater, the bus and radio

Table are percentage breakdown by the category of those whose leading brands are their favorite brand

<table>
<thead>
<tr>
<th>Brand Favourability</th>
<th>Ads on TV</th>
<th>Ads in supermarkets / stores / malls.</th>
<th>Ads on the Internet</th>
<th>Ads in newspapers / magazine</th>
<th>Activities of the discount store coupon / sample.</th>
<th>Ads in theaters</th>
<th>Banner on the road.</th>
<th>Ads on Buses</th>
<th>Information from relatives / friends</th>
<th>Program sponsors (culture / music / art)</th>
<th>Ads from Radio</th>
<th>Advice from those who have used the forum.</th>
<th>Other [specify]</th>
</tr>
</thead>
<tbody>
<tr>
<td>Coca Cola [n = 41.8%]</td>
<td>96.8%</td>
<td>70.2%</td>
<td>57.4%</td>
<td>41.0%</td>
<td>40.4%</td>
<td>37.2%</td>
<td>28.7%</td>
<td>25.0%</td>
<td>21.8%</td>
<td>18.1%</td>
<td>19.7%</td>
<td>16.5%</td>
<td>1.1%</td>
</tr>
<tr>
<td>Pepsi [n = 52.4 %]</td>
<td>95.8%</td>
<td>70.8%</td>
<td>51.7%</td>
<td>36.9%</td>
<td>38.1%</td>
<td>37.3%</td>
<td>25.0%</td>
<td>22.0%</td>
<td>20.8%</td>
<td>14.4%</td>
<td>15.7%</td>
<td>10.6%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Est [n = 17.8%]</td>
<td>97.5%</td>
<td>65.0%</td>
<td>56.3%</td>
<td>37.5%</td>
<td>42.5%</td>
<td>41.3%</td>
<td>25.0%</td>
<td>27.5%</td>
<td>25.0%</td>
<td>21.3%</td>
<td>21.3%</td>
<td>17.5%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Big Cola [n = 12.0%]</td>
<td>92.6%</td>
<td>57.4%</td>
<td>59.3%</td>
<td>40.7%</td>
<td>42.6%</td>
<td>42.6%</td>
<td>20.4%</td>
<td>35.2%</td>
<td>27.8%</td>
<td>27.8%</td>
<td>24.1%</td>
<td>25.9%</td>
<td>1.9%</td>
</tr>
</tbody>
</table>

Q11. Please specify where you found these soft drink advertising? [MA] n = 450
E. Detail findings

1. Consumer Behavior
2. Brand Awareness
6. TOM vs. Spontaneous vs. Total awareness of soft drink brands

**Coca-Cola is the brand leader for soft drink category.**
The top three soft drink brands that aware by respondents are Coca Cola (96.0%), Pepsi (95.8%) and Fanta (90.2%), But Pepsi has the highest gap score between TOM and spontaneous, which accounts for 35.5% and 84.4%.

Q5. What are the soft drink's brand do you know? [FA] n = 450
Q6. Among the list brands of soft drink, which one do you aware (include those you mention before? [MA] n = 450
7. Soft drink’s brands ever tried & last drink

87.6% ever tried Pepsi, and 70% drink Pepsi in the last month.

Although Coca Cola is the top-aware brand, however, Pepsi is the top brand receiving highest ever tried score and last drink score.

Q7. Among the list brands of soft drink, which one do you ever tried? [MA] n = 450
Q8. Among the list brands of soft drink, which one did you last drink last month? [MA] n = 450
8. Soft Drink Brand Favorability

70 % drink Pepsi in the last month and 52.4% claimed that Pepsi is the brand they frequently drink

Although Coca Cola is the top-aware brand, however, Pepsi is the leading brand that the respondent frequently drink

Table are percentage breakdown by gender and age

<table>
<thead>
<tr>
<th></th>
<th>Pepsi</th>
<th>Coca Cola</th>
<th>Fanta</th>
<th>Sprite</th>
<th>est</th>
<th>Big Cola</th>
<th>Mirinda</th>
<th>7 UP</th>
<th>Others</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>45.8%</td>
<td>43.6%</td>
<td>20.9%</td>
<td>15.1%</td>
<td>19.1%</td>
<td>16.4%</td>
<td>3.6%</td>
<td>3.1%</td>
<td>1.3%</td>
</tr>
<tr>
<td>Female</td>
<td>59.1%</td>
<td>40.0%</td>
<td>19.6%</td>
<td>22.7%</td>
<td>16.4%</td>
<td>7.6%</td>
<td>4.4%</td>
<td>3.6%</td>
<td>2.2%</td>
</tr>
<tr>
<td>16 - 24 yrs</td>
<td>51.5%</td>
<td>33.8%</td>
<td>19.9%</td>
<td>20.6%</td>
<td>22.1%</td>
<td>14.7%</td>
<td>6.6%</td>
<td>3.7%</td>
<td>1.5%</td>
</tr>
<tr>
<td>25 - 34 yrs</td>
<td>54.2%</td>
<td>44.6%</td>
<td>19.6%</td>
<td>17.9%</td>
<td>17.1%</td>
<td>11.7%</td>
<td>3.3%</td>
<td>2.9%</td>
<td>1.3%</td>
</tr>
<tr>
<td>35 - 44 yrs</td>
<td>48.6%</td>
<td>47.3%</td>
<td>23.0%</td>
<td>18.9%</td>
<td>12.2%</td>
<td>8.1%</td>
<td>1.4%</td>
<td>4.1%</td>
<td>4.1%</td>
</tr>
</tbody>
</table>

Q9. Among the list brands of soft drink, which one do you frequently drink? [MA] n = 450
### 8. Soft Drink Brand Ever Tried to Brand Favorability

**Pepsi and Coca Cola are popular for age group of 34 – 44 yrs old**

As age group of 16 – 24 yrs and 25 – 34 age target group Big cola gained more popularity for age group of 16 – 24 yrs and 25 – 34 yrs.

<table>
<thead>
<tr>
<th></th>
<th>Ever tried</th>
<th>Drink the last month</th>
<th>Most Favourite</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>16 - 24</td>
<td>25 - 34</td>
<td>35 - 44</td>
</tr>
<tr>
<td>Pepsi</td>
<td>86.0%</td>
<td>86.7%</td>
<td>93.2%</td>
</tr>
<tr>
<td>Coca Cola</td>
<td>80.9%</td>
<td>83.8%</td>
<td>85.1%</td>
</tr>
<tr>
<td>Fanta</td>
<td>82.4%</td>
<td>77.1%</td>
<td>73.0%</td>
</tr>
<tr>
<td>Sprite</td>
<td>72.1%</td>
<td>74.2%</td>
<td>71.6%</td>
</tr>
<tr>
<td>Nest</td>
<td>66.2%</td>
<td>65.8%</td>
<td>58.1%</td>
</tr>
<tr>
<td>Big Cola</td>
<td>66.2%</td>
<td>67.1%</td>
<td>64.9%</td>
</tr>
<tr>
<td>Mirinda</td>
<td>61.8%</td>
<td>54.6%</td>
<td>54.1%</td>
</tr>
<tr>
<td>7 UP</td>
<td>50.7%</td>
<td>53.3%</td>
<td>48.6%</td>
</tr>
<tr>
<td>Others</td>
<td>22.8%</td>
<td>22.5%</td>
<td>18.9%</td>
</tr>
</tbody>
</table>

*Remark: Highlighted is those group with highest percentage for each category, Only key brands are highlighted*
9. Soft Drink Purchase Intention

92.4% claimed that they intend to buy Pepsi in the future

Those brand with high percentage of brand favorability also shows high percentage of purchase intention.

Q17. Please specify how you would like to drink the following brand in the future? [MSA] n = 450
FOR FURTHER INQUIRIES, PLEASE CONTACT:

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Australia, Japan, Philippines