

THAI TEA

WHAT ARE THE MOST POPULAR
"THAI TEA" BRANDS?



Thai Tea

Fever Makes Splash Overseas

Thai tea as the **top 10 Best Rated Non-alcoholic Beverages in the World**. This delicious Thai beverage is another menu item that the Thai government is promoting as part of its soft power initiative, alongside globally recognized Thai dishes like Tom Yum Goong or Pad Thai.



THAI TEA

Fever Makes Splash Overseas

Driven by the massive popularity of the orange-hue drink, Dataxet Limited utilized **DXT360**, a social listening tool, to analyze the market impact of Thai tea over a 1-month period (November 1 - 30, 2023).



By processing social media data, mentions of Thai Tea or Thai Milk Tea received a total of 2.25 million engagements (including total views) across countries in Southeast Asia. Indonesia had the highest volume of discussions about Thai tea predominantly through reviews of Thai Tea beverages at various locations in the form of short video clips and DIY tutorials.

Additionally, the data revealed that the majority of Thais predominantly refer to the drink as 'Cha Thai' (Thai tea), followed by 'Cha Yen' (iced tea), 'Cha Nom' (milk tea), and 'Cha Nom Yen' (iced milk tea), respectively.

What are *the Most Popular Brands?*

In the beverage market, many brands are keen on featuring Thai tea as the highlighted product or an aid to help attract those who enjoy Thai tea to try new flavors. The brands that had the highest mentions on social media in November were 'ChaTraMue' with 14.6%, followed by 'Inthanin Coffee', and 'Karun,' respectively.



Brand Mention

ChaTraMue	14.6%
Inthanin	12.2%
Karun	12.1%
Fuku Matcha	7.6%
True Coffee	7.5%
Kudsan	3.2%
Dakasi	3.2%
Everyday Thai Tea	3.1%
Others	36.5%

Brand Engagement

ChaTraMue	35.4%
Inthanin	21.8%
True Coffee	7.6%
Chongdee	6.1%
Karun	4.6%
Kudsan	3.2%
Tao Bin	2.9%
Others	18.4%

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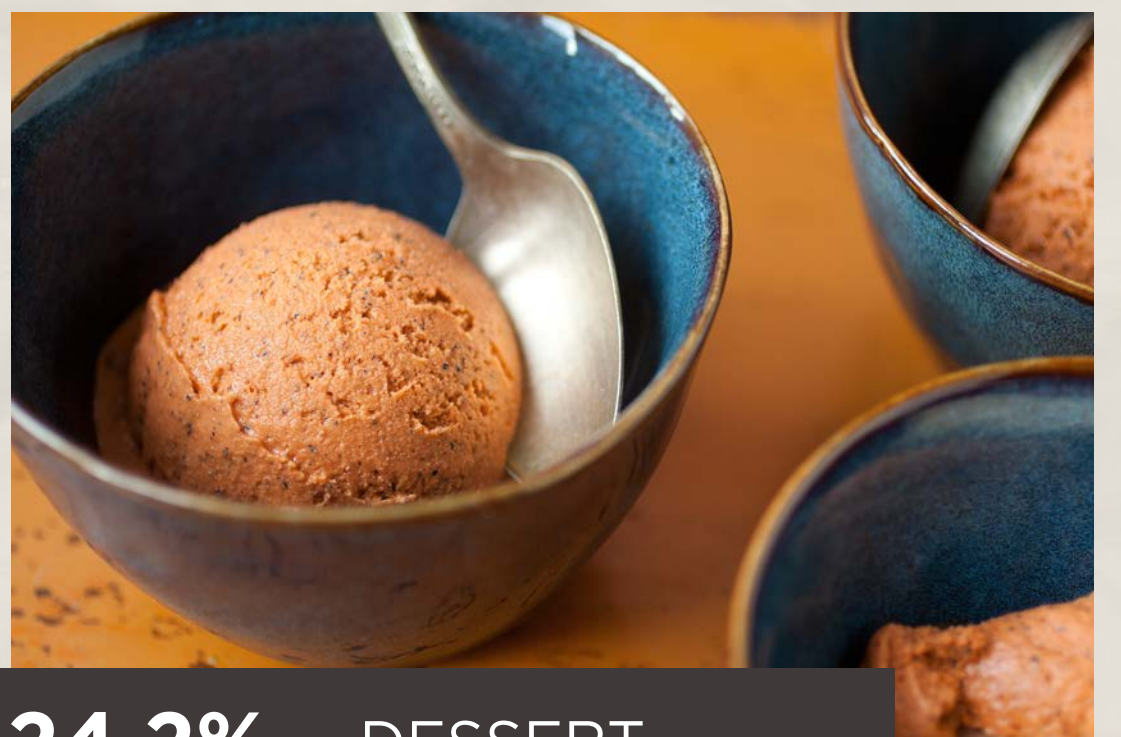
What Other Menu Items Have Thai Tea Evolved Into?

ChaTraMue ramped up its expansion from being a tea leaf supplier to becoming the maker and distributor of ChaTraMue-branded tea. In terms of consumer responses from viewing brands with high engagement, ChaTraMue continues to be a brand of interest because of marketing campaigns such as the drive-thru in Chiang Mai and the introduction of Thai tea-flavored ice cream. The novelty surrounding Thai tea is worth exploring to learn more about how it is being presented in new menu formats today.



75.3% BEVERAGE

Iced	40.2%
Slushy	17.7%
Granita	11.4%
Whey protein	3.7%
Bottled	2.3%



24.2% DESSERT

Ice cream	8.5%
Custard	5.8%
Bingsu	5.2%
Chiffon cake	0.8%
Eclair	0.8%
Others	3.1%



0.5% FOOD COLORING

THAI TEA TOPPING

The popularity of iced Thai tea has prompted many brands to take creative liberties by introducing toppings to beverages. The toppings that have garnered the most interest through promotions by food Influencers/KOLs.



**Tapioca
pearls**



**Fresh
cream**



**Chinese
fried
dough**



**Cream
cheese**



**Whipped
cream**

“The Thai tea market and its presence on social media unveil a dynamic facet of the beverage industry, particularly Thai tea, which has not merely focused on refining the flavor or packaging to suit the times. There has been a surge of creativity as businesses want to craft innovative menus, employing novel approaches to entice an expanded customer base.”



This comprehensive insight of Thai tea beverages showcases presentations by various establishments, incorporating variations like adding toppings, creating slushies, or enhancing convenience with bottled packaging.

In the days to come, we can anticipate savoring innovative renditions of Thai tea or exploring brands that adeptly embody the essence of fullness, aromatic richness, and sweetness. Enthusiastic Thai tea aficionados will undoubtedly find much to look forward to in the evolving landscape of Thai tea offerings.

All information used in this insight analysis was gathered through the DXT360 platform, a social listening tool provided by Dataxet Limited (dataxet:infoquest). The data collection spanned from November 1 to November 30, 2023.

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