

PRESS RELEASE

Tetra Pak helps Thai businesses brew success as young consumers fuel ready-to-drink coffee market

With demand surging among Gen Z and Millennial consumers, Tetra Pak is ready to partner with brands to drive premium RTD coffee innovation from concept to shelf

Bangkok, 20 November 2025 — With demand for convenient, high-quality coffee continuing to rise across Asia, Tetra Pak, a global leader in food processing and packaging solutions, is helping Thai beverage brands seize opportunities in the fast-growing ready-to-drink (RTD) coffee market. At its recent “Tetra Pak Coffee Express: Explore the World of RTD Coffee” open-house session, the company highlighted how its [end-to-end solutions](#) can help businesses develop innovative RTD coffee products that capture modern consumers' tastes and lifestyles.

The RTD coffee market in Asia Pacific is projected to reach [\\$20.59 billion by 2030](#), growing at a compound annual growth rate (CAGR) of 5.26%. In Thailand, this surge is driven by Gen Z and Millennial consumers, whose preferences for new flavours, sustainable packaging, and functional benefits are reshaping the coffee experience. Research from Mintel shows that 52% of young Thai consumers want to explore new coffee flavours and formats, while First Insight reports that over 60% of Gen Z consumers prefer products that prioritise environmental sustainability¹.

For businesses, this means opportunity lies not only in expanding distribution but also in developing innovative flavours, functionalities, and packaging formats that meet these evolving demands. As Thailand's coffee market continues to diversify, success in the premium coffee segment will depend on how effectively brands can combine functional benefits, indulgence, taste, and sustainability, while creating a story that resonates with how modern consumers live, work, and express themselves.

“RTD coffee is not just about convenience anymore, it's becoming a lifestyle choice, delivering functional benefits like energy, focus, and wellness in every sip,” said **Supanat Ratanadib, Marketing Director at Tetra Pak (Thailand) Limited**.

“Today's consumers are looking for RTD coffee that aligns with their fast-paced routines and personal values, from sustainability to premium experiences. This shift presents a significant opportunity for Thai brands to lead innovation in the category. At Tetra Pak, we are committed to being more than a supplier, we are a strategic partner. Through our integrated approach—combining marketing services, ingredient expertise, and end-to-end processing and packaging solutions—we help our customers bring ideas to life and accelerate their journey from concept to shelf. Together, we turn consumer aspirations into commercially successful products.”

The Coffee Express open-house, held at the Tetra Pak Customer Innovation Centre (CIC) in Bangkok, brought together customers and partners to embark on a multi-sensory journey through the world of RTD coffee - blending market insights, product innovation, and live demonstrations. Highlights included a hands-on workshop led by award-winning barista and coffee coach Tanpong Songpanich (Tan), co-owner of Fika & Co. Café and Niko Neko Matcha Thailand.

¹ Mintel: 2026 Global Food & Drink Predictions

<https://www.mintel.com/insights/food-and-drink/global-food-and-drink-trends>

Tanpong, Champion of FHA Singapore Barista Challenge 2024 and coach to multiple National and World Barista Champions across Asia, guided participants through Omakase Coffee Experience and Coffee Mixology session, where they sampled prototype RTD coffees and created their own blends. He also shared expert tips on brewing techniques, sensory balance, and flavour innovation, demonstrating how brands can turn barista-quality coffee into market-ready RTD products.

“Thailand’s RTD coffee segment is full of potential, and our role is to help unlock it,” said **Sutthinun Taechathayanon, Customer Experience Manager at Tetra Pak (Thailand) Limited**. “Our Customer Innovation Centre in Bangkok and upcoming Product Development Centre in Rayong can provide the perfect environment for experimentation, formulation, and pilot-scale production. From plant-based and low-sugar options to functional coffee blends, we’re helping businesses efficiently move from recipe trials to successful market launches.”

Beyond innovation support, Tetra Pak offers a diverse portfolio of packaging and processing solutions for RTD coffee. Its range of liquid packaging cartons includes Tetra Prisma[®] Aseptic Edge for grab-and-go formats, Tetra Classic[®] Aseptic Base Plus for concentrated coffee shots, and Tetra Rex[®] and Tetra Brik[®] Aseptic Edge for café-quality experiences in convenient multi-serve family packs.

For processing, Tetra Pak’s advanced technologies, including its Ultra-high temperature (UHT) unit, Coffee Extraction unit, and continuous blending unit, ensure product safety, consistent quality, and long shelf life without refrigeration or preservatives.

Learn more about Tetra Pak’s RTD coffee solutions [here](#).

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ABOUT TETRA PAK

We’re here to make food safe and available. It’s why we provide advanced food production systems. In collaboration with our customers and suppliers, driven by more than 24,000 dedicated employees worldwide, we protect food sustainably every day for hundreds of millions of people in more than 160 countries. Because we’re here to fulfil a purpose:

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 tetrapak.com.

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¹ Mintel: 2026 Global Food & Drink Predictions

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