

## **Suntory PepsiCo Thailand to Champion “Water Plus” Market with the Launch of ‘goodmood’**

*The First Product from the Joint Venture*

**Bangkok – Suntory PepsiCo Beverage (Thailand) Company Limited** or **SPBT**, producer and distributor of the most loved beverages under Suntory and PepsiCo, continues to expand its array of refreshment products with the introduction of a new beverage, **‘goodmood’**. The latest beverage under the brand **‘goodmood’** is the first product from Suntory to be launched under SPBT. The product captures growing trend of ‘Drinking Water’ category and aims to be the pioneer in establishing new category **‘Water Plus’**, which is a premium refreshing hydration with healthier proposition.

**Omer Malik, Chief Executive Officer of Suntory PepsiCo Beverage (Thailand) Company Limited** says, “Last year, SPBT has announced its intention to list the most popular refreshment beverages in Thailand by combining Suntory and PepsiCo Liquid Refreshment Beverages (LRB) expertise. Today, we activate this strategy by introducing **‘goodmood’**, a guiltfree refreshment that keeps you hydrated and cheers up your mood, with the perfect balance of pure water for hydration and taste for uplifting sensations. As a healthier choice beverage with sugar less than 6 grams per 100 ml, **‘goodmood’** will cater to consumers’ in different segments with a special eye on today’s urban consumers who are healthy aware while at the same time looking for tasty enjoyment. With the launch of ‘goodmood’ SPBT will be the first key player to venture into the Water Plus category.”

In recent years, the beverage market has been driven by a rising demand in healthier drinks. This has been reflected in increasing consumption of water and non-carbonated soft drinks, which now account for around 70%<sup>1</sup> of the total market. SPBT believes that this shift in beverage demand will continue, and that consumers’ demand for natural and healthier beverages will increase. The company responds to these needs by producing beverages that combines taste and healthy ingredients.

Suntory is currently the No.1 packaged water company in Japan which includes plain water, natural tasting water and sparkling water. The company has established and driven Natural Tasting Water (i.e. Water Plus) category with its expertise in innovation, continuous investment in brand development and strong market execution since its first entry to the market in 2014. Since then, the Water Plus category has grown continuously in terms of volume. Its contribution in Japan’s total packaged water market has increased from 19% to 30%<sup>2</sup> in just 5 years, and it is currently worth THB 9.6 billion<sup>3</sup> in value.

This year, SPBT decided to expand its portfolio with the launch of **‘goodmood’** to enter Thailand’s packaged water market, the only ready to drink category growing segment in LRB market with 5%<sup>4</sup> value growth in 2018 compared to last year. In the last 12 months this market has been valued at THB 34.9 billion<sup>5</sup>.

“Japan is a developed market with dynamic and advanced consumer trends especially for health-related beverage products. We have seen a positive growth of less-sugar and no-sugar products as a result of these trends. Suntory has a proven success in the Japanese ‘Water Plus’ category, spearheaded by the natural tasting water that is one of our most popular consumer-centric innovations. SPBT believes we can replicate this success in Thailand with Suntory’s expertise and a strong non-carbonated product portfolio,” added Omer.

**‘goodmood’** will provide a new tasty and healthier choice to Thai consumers, as a transparent and refreshing hydration beverage that perfectly suits modern adults in Bangkok and urban up-country who seek a healthier lifestyle. It also aims to address all day hydration occasions with refreshing taste that brings enjoyment to plain water drinkers and a healthier choice option for sweet drink lovers.

Priced at THB20, **‘goodmood’** is available in two varieties: premium taste profile of “Blackcurrant” (available only at 7-Eleven stores) and for the first time of “Yogurt” in clear form, available in a 450-ml PET bottle at convenience stores, supermarkets and traditional trade stores nationwide. **‘goodmood’** was developed to address real Thai consumer needs as a healthier choice beverage with sugar less than 6 grams per 100 ml while still delivering the taste that Thais love.

“We continue to have a positive consumption outlook for Thailand’s THB 154-billion<sup>6</sup> valued LRB industry. With the launch of **‘goodmood’** and the strong expertise of the two parent firms, we believe this will help complement our portfolio and help us become a strong player in the LRB segment very soon”, added Omer.

Follow SPBT’s movements and news updates at [www.suntorypepsico.co.th](http://www.suntorypepsico.co.th)

<sup>1</sup> Source: The Nielsen Company (Thailand) Limited, Retail Index MAT December 2018, Sales Volume, Total TH On+Off premise

<sup>2</sup> Source: Intage SRI, October 2018

<sup>3</sup> Source: Intage SRI, Intage SRI, No.1 in Packaged Water Category from January 2017 – June 2018 (including Natural Water, Natural Mineral Water/ Mineral Water/ Bottled Water/ Sparkling Water(both Plain and Mineral Water) and Flavored Water)/Value Share in Super market/Convenient Store/Drug store

<sup>4-6</sup> Source: The Nielsen Company (Thailand) Limited, Retail Index MAT December 2018, Sales Value, Total TH On+Off premise

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