

**Voluntary Report** – Voluntary - Public Distribution

**Date:** December 03, 2025

**Report Number:** TH2025-0031

**Report Name:** Alcohol Beverage Control Act 2025 Situation Report

**Country:** Thailand

**Post:** Bangkok

**Report Category:** Beverages, Trade Policy Monitoring, FAIRS Subject Report, MISC-Commodity, Wine

**Prepared By:** Mana-anya Iemsam-arng, Agricultural Specialist

**Approved By:** Adam Branson

**Report Highlights:**

Thailand published the Alcoholic Beverage Control Act (No. 2) B.E. 2568 (2025), in the Royal Gazette on September 9, 2025. The amendment to this Act strengthens restrictions on marketing, advertising, and sales of alcoholic beverages and takes effect 60 days after publication - November 8, 2025. This amended Act replaces the 2008 framework by expanding definitions, introducing strict penalties, and addressing loopholes to modern marketing and digital media. Since publication, the government has entertained discussions on adjusting consumption hour prohibitions as detailed in this report.

The following report highlights key aspects of Thailand’s recently published Alcoholic Beverage Control Act. FAS Bangkok has not translated the Act or previous versions, and notes that other implementation guidelines could be forthcoming. In the interim, U.S. exporters and manufacturers of wines, beers, and spirits along with other interested parties should conduct their own review of the measure and discuss implementation and any ramifications with importers, distributors, retailers, and industry professionals.

The 2025 Alcoholic Beverage Control Act (see [\*Alcoholic Beverage Control Act \(No. 2\) B.E. 2568 \(2025\)\*](#) in Thai) reaffirms Thailand’s commitment to a public-health-first regulatory approach. While it significantly limits brand visibility, the new law also offers pathways for structured compliance and ethical business practices aligned with global regulatory trends.

### **1. Purpose and Scope**

The Act modernizes Thailand’s alcohol control framework to align with public health goals, digital communication realities, and tourism priorities. It introduces new definitions, prohibits indirect marketing, and restructures enforcement mechanisms to include digital and scientific agencies.

### **2. Expanded Definition of “Alcoholic Beverage”**

Section 3 broadens the definition of alcoholic beverages to include any consumable product containing 0.5 percent or more alcohol, closing prior ambiguities related to low-alcohol or fermented products (e.g., kombucha). Beverages below this threshold, as well as pharmaceuticals and herbal preparations, are exempt.

### **3. Marketing and Advertising Restrictions**

The Act substantially widens existing advertising prohibitions by introducing the concept of “marketing communication”, which encompasses advertising, public relations, brand-building, news dissemination, and event sponsorship.

Key provisions (Sections 32/1–32/5):

- Prohibit all direct and indirect advertising, sponsorships, or promotional campaigns using brand names, symbols, or trade dress.
- Ban influencer marketing and celebrity endorsements.
- Forbid cross-promotion, such as alcohol brand names on non-alcoholic products or merchandise.
- Restrict Corporate Social Responsibility (CSR) or “public benefit” activities that could enhance brand image.
- Allow only educational or public health messages pre-approved by the Ministry.

These provisions effectively make Thailand’s advertising environment among the most restrictive worldwide.

#### **4. Sales Hours and Exemptions**

The Act imposes tighter national sales-hour controls to curb late-night consumption. Convenience stores and general retail outlets must cease alcohol sales between midnight and 11:00 a.m., while hotels may continue in-room service 24 hours. Licensed entertainment venues in designated provinces can serve alcohol until 4:00 a.m. This balances public health objectives with tourism and hospitality interests.

#### **Update: November 13, 2025, Announcement – Planned Lifting of 2:00–5:00 P.M. Sales Ban**

On November 13, 2025, Thailand’s National Alcohol Policy Committee approved lifting the nationwide restriction on alcohol sales between 2:00–5:00 p.m. The policy change supports the government’s Cabinet directive to promote tourism and increase retail spending during the holiday season.

- The new measure will undergo a 15-day public consultation period, after which it will require final endorsement from the Prime Minister’s Office. Formal announcement and implementation are expected before the New Year holiday period.
- The Committee continues to review proposals on extending permitted late-night drinking hours. The Ministry of Tourism and Sports favors a closing time of 4:00 a.m. in entertainment areas to boost nightlife tourism, while the Ministry of Public Health prefers a 1:00 a.m. cutoff due to data showing increased accidents from 2:00–3:00 a.m. Current regulations allowing alcohol sales until 4:00 a.m. in designated tourist zones will remain unchanged for now.
- The official regulation will be enacted after the public consultation period, anticipated to occur before the end of December 2025.

#### **5. Enforcement and Penalties**

The law dramatically raises criminal and civil penalties. The government has increased fines and punishments to deter misconduct:

- Advertising or sponsorship violations: Up to 500,000 Baht fines and 50,000 Baht per day recurring penalties.
- Illegal sales or serving: Up to 100,000 Baht fines for up to one year imprisonment.
- Additional enforcement powers permit authorities to monitor digital advertisements and online media.

#### **6. Expanded Regulatory Oversight**

The National Alcoholic Beverage Policy Committee now includes representatives from **Ministry of Digital Economy and Society** and **Ministry of Higher Education, Science, Research and Innovation**, reflecting a cross-sector approach to digital regulation, youth marketing, and scientific enforcement. This reflects an integrated approach to regulate digital platforms, youth marketing, and research coordination.

Under Section 43, existing ministerial regulations from the 2008 law remain valid unless they conflict with the new amendment. All relevant ministries must issue new implementing regulations within one year from the Act’s effective date (November 8, 2025).

#### **Attachments:**

No Attachments.