

Thai Waters: Complete Guide to Water Brands and Types in Thailand



Still waters: natural and purified

Thailand offers a wide variety of still waters, ranging from purified waters to natural mineral waters. Unlike South Korea, the Thai market is characterized by a greater diversity of sources and water types.

The main popular brands include Aura, Mont Fleur, Singha, Crystal, Namthip, Purra, Chang and Sprinkle. Aura dominates the market, followed by Minere (Nestlé) and Mont Fleur.



For infants

For babies in Thailand, it is recommended to use:

- Purified or filtered water with low mineral content
- Distilled water or reverse osmosis treated water
- Avoid tap water (not potable in Thailand)
- Avoid mineral waters rich in sodium

Experts advise using bottled water from recognized brands rather than tap water, even boiled, due to the potential presence of pollutants that are not eliminated by boiling.



Sparkling waters and sodas

The Thai sparkling water market is mainly divided between traditional soda waters and new sparkling waters:

Traditional soda waters

- Singha Soda: Market leader in sodas, produced for a long time
- Chang Soda: New entry from ThaiBev, positioned as premium
- Leo Soda: Popular alternative with a saltier taste
- Rock Mountain Soda: Produced by Serm Suk, characterized by its small bubbles

New sparkling waters

- Zuza Sparkling Water: Thai fruit sparkling water without added sugar
- Sai Yok Springs: First Thai brand with closed-loop system

✓ Summary

- The majority of Thai waters are safe and of good quality, but there is great diversity between brands
- Aura remains the national reference for mineral water, sourced from a natural cold spring at altitude
- Prices are very affordable for all ranges
- Tap water is not potable and requires treatment or purchasing bottled water

Brand	Water Type	Origin/Source	Mineralization	Recommended for	Main Remarks
Aura	Natural mineral	Mae Rim cold spring, Chiang Mai	Moderate	Family, daily use	Market leader, sweet taste with mineral aftertaste
Mont Fleur	Natural mineral	Mountain springs, Tak	Light minerals	Daily use	CARSO France certified, iTQi Belgium award
Singha	Purified water	Natural springs	Low to moderate	Family	Thicker and sweeter taste, NSF certified
Crystal	Purified water	Treated tap water	Low	Daily use	First NSF certified water in Thailand

Namthip	Purified water	Coca-Cola	Very low	Daily use	Neutral taste, flexible bottles
Purra	Natural mineral	Phra Ngam, Sing Buri	Moderate	Family	First Aquacert France certified water
Chang	Natural mineral	Ayutthaya aquifers	Moderate	Premium	New ThaiBev brand, premium positioning
Sprinkle	Purified water	Natural spring	Low	Daily use	Award-winning design, advanced technology
Nestlé Pure Life	Purified water	Deep wells	Low	Daily use	Multi-stage purification process
Sai Yok Springs	Natural mineral	Sai Yok National Park	Natural	Premium eco	First closed-loop system, reusable bottles

Local sparkling waters

Brand	Type	Sparkling Nature	Characteristics

Singha Soda	Soda water	Artificially carbonated	Historic leader, fine and lasting bubbles
Chang Soda	Soda water	Artificially carbonated	Premium positioning
Rock Mountain	Soda water	Artificially carbonated	Pleasant bubbles, non-irritating
Zuza Sparkling	Fruit sparkling water	Artificially carbonated	With real Thai fruits, sugar-free

To remember for infants and families: Favor purified or lightly mineralized waters from recognized brands (Crystal, Namthip, Sprinkle). Avoid tap water even boiled and sparkling waters for young children. Affordable prices make bottled water accessible to everyone.