Bangkok Global Law
540, Unit 1705, 17th Floor, Mercury Tower,Ploenchit Road,
Lumpini, Pathumwan, Bangkok 10330 Thailand
Tel: +(66) 2 2525895-6 Fax: +(66) 2 2525897
Website: www.bgloballaw.com
E-mail: info@bgloballaw.com

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Thailand Overhauls Alcohol Regulatory Framework Under New Law Effective November 2025

Thailand has enacted the Alcoholic Beverage Control Act (No. 2), B.E. 2568 (2025) ("ABCA No. 2"), marking the most comprehensive reform of the country's alcohol regulatory framework since its introduction in 2008. The new law, which takes effect on 8 November 2025, introduces sweeping changes to definitions, advertising and marketing restrictions, sales controls, and enforcement mechanisms. Businesses involved in the manufacture, import, distribution, or sale of alcoholic beverages should begin preparing for a significantly altered compliance landscape.

Key Amendments:

The amendments modernize and tighten Thailand's alcohol control regime across several key areas, including:

- Advertising and marketing restrictions
- Sales and consumption controls
- Extended liability for sellers
- Introduction of regulated vending machine sales
- Revised advertising and marketing rules

ABCA No. 2 refines existing advertising restrictions, aiming to balance consumer protection and commercial practicality. While certain ambiguities under the previous law have been clarified, the new provisions also introduce stricter prohibitions that may materially affect common industry practices.

Specifically, the law prohibits the use of logos or modified versions of logos associated with non-alcoholic products in any manner that may be construed as advertising alcoholic beverages. Additionally, corporate social responsibility (CSR) activities that could be interpreted as encouraging alcohol consumption—as defined in forthcoming subordinate regulations—are explicitly banned, including the promotion or publication of such activities.

These changes will require businesses to review and adjust marketing materials, brand campaigns, and CSR initiatives to ensure continued compliance.

ABCA No. 2 introduces enhanced due diligence obligations for all sellers, including retailers, convenience stores, restaurants, and hotels. Sellers are required to verify both the age and sobriety of customers before completing a sale, using verification methods to be prescribed under subordinate laws.

Sales to individuals under 20 years old or to intoxicated persons remain strictly prohibited. Importantly, sellers may be held civilly liable for damages arising from actions of underage or intoxicated customers if the seller is found to have breached these duties.

This expanded liability framework represents a significant compliance risk for operators and underscores the importance of robust staff training and sales verification procedures.

In a notable shift, ABCA No. 2 permits the sale of alcoholic beverages via automated vending machines, provided that the machines can authenticate the consumer's identity in accordance with forthcoming technical criteria. This provision introduces a new commercial opportunity for operators in the vending and retail sectors, subject to strict compliance controls.

Should you have any question, please do not hesitate to contact us via info@bgloballaw.com