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Thailand Enacts New Alcoholic Beverage Control Act to Strengthen Regulations

Thailand officially published *the Alcoholic Beverage Control Act (No. 2) B.E. 2568* on **September 12, 2025**, updating the country's laws on alcohol sales, consumption, advertising and enforcement.

The Act will take effect 60 days after publication, on **November 8, 2025**.

This reform is part of Thailand's ongoing effort to balance public health, social order and economic interests. By tightening restrictions on advertising and sponsorships, the government aims to reduce youth exposure to alcohol marketing while also giving authorities stronger tools to enforce existing rules.

Key Changes under the New Act:

Redefined Alcoholic Beverages and Marketing Communications

- Alcoholic beverages are now defined as any substance containing alcohol that can be consumed directly or mixed with other liquids, excluding drinks with an alcohol content of not more than 0.5%, as well as medicines, herbal products, psychotropic substances and narcotics.
- Marketing communications now cover all forms of sales or brand promotion, including public relations, sales promotions, product displays, event sponsorships and direct marketing.

Strict Advertising and Promotion Controls

A new Chapter 4/1 introduces far-reaching restrictions on alcohol-related advertising:

- Advertising alcoholic beverages is prohibited, except for educational purposes, factual information or public benefit messages approved by the Minister.
- Influencers and public figures are banned from using their reputation to promote alcoholic beverages.
- Cross-promotion using alcohol brand names or symbols to market other products is prohibited.
- Sponsorship of events, activities or organizations that may indirectly promote alcohol consumption is forbidden.
- News coverage or promotional activities connected to such sponsorships are also banned.

Strengthened Penalties

The Act introduces tougher penalties for violations:

- General advertising violations may result in fines of up to 100,000 baht and/or imprisonment of up to one year. Manufacturers, importers or sellers face higher penalties of up to 500,000 baht, along with daily fines until the violation is corrected.
- Selling alcohol in prohibited places or during restricted hours (from 2 p.m. to 5 p.m. and from midnight to 11 a.m.) carries fines of up to 100,000 baht and/or imprisonment of up to one year.
- Obstructing or resisting officials may result in fines of up to 50,000 baht and/or imprisonment of up to one year.

Expanded Enforcement Powers

Officials are now authorized to:

- Access the premises of manufacturers, importers or sellers during business hours.
- Inspect storage facilities, vehicles and establishments that sell or serve alcohol.
- Seize alcohol products found in violation of the Act.
- Summon individuals for testimony or request documents during investigations.

Public Health and Rehabilitation Support

The Act also emphasizes treatment and rehabilitation for individuals facing alcohol-related problems. Relevant ministries, local administrations and health organizations are tasked with funding rehabilitation programs, which may be provided by both public and private service providers.

A Comprehensive Reform

The Alcoholic Beverage Control Act (No. 2) B.E. 2568 represents the most comprehensive reform of Thailand's alcohol regulations in more than a decade. It strengthens public health protections and enforcement capabilities, while significantly restricting the activities of businesses, advertisers and promoters.

With the Act taking effect on **November 8, 2025**, all stakeholders are urged to thoroughly review their operations and adapt to this stricter regulatory framework.

For further information or assistance, please contact us at law@ilct.co.th