



The White Lotus Effect Thai Cuisine

The White Lotus is a hugely popular black comedy television show that has recently concluded its 3rd season. Each season is set in a different exotic locale, from Maui to Sicily, and this year in Thailand. The show has resonated with audiences around the world, and there has been a demonstrated cultural impact from each season – dubbed ‘The White Lotus Effect’.

With this season set in Thailand, there is a high potential for the popularisation of more Thai food in Australia and New Zealand. While Thai food is fairly well known already in ANZ, it lags behind Italian, Chinese, Japanese and Mexican cuisines in popularity. The new season of The White Lotus heralds an opportunity to introduce more Thai and Thai-inspired products into retail and to expand into regional variations as consumers become more familiar with the cuisine.

- Bookings at Thai restaurants were up 16%+ after the White Lotus Season 3 premiere. (Mintel, US, 2025)
- 25% of Aussies eat Thai food 2 - 3 times a month, but Italian, Chinese and Mexican food remain more popular. (Mintel Consumer Data, AU, 2025)
- The Food People rate Thai cuisine as 4.4/5 in terms of market appeal in Australia. (TFP, 2025)
- The Aperol Spritz doubled in popularity in the US after its inclusion in Season 2 of The White Lotus. (Mintel, 2025)

On the Shelves



Coffee Mate White Lotus Thai Iced Cold Liquid Non-Dairy Coffee Creamer. Said to be a “Thai iced coffee exotic creamer” that helps you step into “coffee paradise.” (USA)



Clover Leaf, Spicy Thai Chili Tuna Salad Snack. Uses Thai-inspired chilli seasoning. (Canada)



Dang, Mango Sticky Rice Chips. Said to be inspired by Northern Thai street food, and to have a sweet and fruity crunch. (USA)



Heinz, Flavour Tour Thai Inspired Sweet Chilli Sauce. Said to celebrate food culture from around the world. (USA)



TEXTURE



HEALTH & NUTRITION



COLOUR



FLAVOUR



& MORE

On the Shelves & Menu



Saint James Organic Brewed Tea. Mango - White Lotus Limited Edition Flavour. Said to be overflowing with juicy mango flavours to transport you to the luxurious White Lotus resort. (USA)



Slow-cooked wagyu pad seuw, from Chin Chin. (Melbourne and Sydney)



Compartes Chocolates, Thailand Mango Sticky Rice chocolate bar. Said to contain the "essence of The White Lotus Thailand, where elegance converges in every indulgent moment." (USA)



Mango sticky rice, the most famous Thai dessert, from Khao Pla. (Sydney)

There is an opportunity to make Thai food and drink more available to consumers who will want to try it after viewing The White Lotus.

Brands need to recognise the phenomenon of The White Lotus and its ability to act as a global taste maker. It has positively impacted the growth of products featured in previous seasons and holds great promise for Thai cuisine due to its Season 3 setting.

Tap into the trend with fresh takes on Thai cuisine that are accessible and interesting for the everyday consumer.



HW Hawkins Watts Offerings

- ✓ Thai inspired Flavours
- ✓ Thai inspired Oleoresins
- ✓ Complementary flavours including various chillis, herbs and fruits
- ✓ Complementary natural colours

Please contact Hawkins Watts for more information

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