

# Direct Selling in Thailand

February 2024

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## Direct Selling in Thailand - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Current value sales decline in direct selling in 2023

Digital disruption forces direct sellers to adapt

Ranking remains stable for top players, but newcomers are stealing share, with leading players focused on health and wellness offers

#### PROSPECTS AND OPPORTUNITIES

Overall health and wellness will remain central to new product development

Rising unemployment will prompt greater interest in direct selling jobs as recovery continues

E-commerce will continue to cannibalise sales in direct selling

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## Retail in Thailand - Industry Overview

### EXECUTIVE SUMMARY

Retail in 2023: The big picture

Sustainable retail: modernising small local grocers

Digitalised retail: next-gen online-to-offline

What next for retail?

### OPERATING ENVIRONMENT

Informal retail

Opening hours for physical retail

Summary 1 - Standard Opening Hours by Channel Type 2023

Seasonality

11.11 or single day

Mid- and end-year sales

Black Friday

Back-to-School

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