



Apparel and Footwear Specialists in Thailand

February 2024

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Apparel and Footwear Specialists in Thailand - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Leading players rise rapidly in harsh competitive landscape
Players pivot towards omnichannel model, while promotions become more prevalent
Marketing continues to shift online in 2023

PROSPECTS AND OPPORTUNITIES

Current value sales set to see slowed growth during forecast period as sustainability focus sharpens
Outlets expansion expected to resume
E-commerce expected to gain momentum over the forecast

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Retail in Thailand - Industry Overview

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Sustainable retail: modernising small local grocers
Digitalised retail: next-gen online-to-offline
What next for retail?

OPERATING ENVIRONMENT

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11.11 or single day
Mid- and end-year sales
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