



Apparel and Footwear in Thailand

November 2023

Table of Contents

Apparel and Footwear in Thailand

EXECUTIVE SUMMARY

Apparel and footwear in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for apparel and footwear?

MARKET DATA

Table 1 - Sales of Apparel and Footwear by Category: Volume 2018-2023

Table 2 - Sales of Apparel and Footwear by Category: Value 2018-2023

Table 3 - Sales of Apparel and Footwear by Category: % Volume Growth 2018-2023

Table 4 - Sales of Apparel and Footwear by Category: % Value Growth 2018-2023

Table 5 - NBO Company Shares of Apparel and Footwear: % Value 2019-2023

Table 6 - LBN Brand Shares of Apparel and Footwear: % Value 2020-2023

Table 7 - Distribution of Apparel and Footwear by Format: % Value 2018-2023

Table 8 - Distribution of Apparel and Footwear by Format and Category: % Value 2023

Table 9 - Forecast Sales of Apparel and Footwear by Category: Volume 2023-2028

Table 10 - Forecast Sales of Apparel and Footwear by Category: Value 2023-2028

Table 11 - Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2023-2028

Table 12 - Forecast Sales of Apparel and Footwear by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Childrenswear in Thailand

KEY DATA FINDINGS

2023 DEVELOPMENTS

Parents and guardians remain the key decision makers for childrenswear, valuing both fashion and product quality

School re-openings support an ongoing recovery in sales of childrenswear

Unbranded products gain ground as consumers facing mounting financial pressures

PROSPECTS AND OPPORTUNITIES

Entry of more local and imported brands expected in childrenswear

Childrenswear sales via e-commerce will expand

Thailand's declining birth rate and expanding second-hand market could put pressure on sales

CATEGORY DATA

Table 13 - Sales of Childrenswear by Category: Volume 2018-2023

Table 14 - Sales of Childrenswear by Category: Value 2018-2023

Table 15 - Sales of Childrenswear by Category: % Volume Growth 2018-2023

Table 16 - Sales of Childrenswear by Category: % Value Growth 2018-2023

Table 17 - NBO Company Shares of Childrenswear: % Value 2019-2023

Table 18 - LBN Brand Shares of Childrenswear: % Value 2020-2023

Table 19 - Forecast Sales of Childrenswear by Category: Volume 2023-2028

Table 20 - Forecast Sales of Childrenswear by Category: Value 2023-2028

Table 21 - Forecast Sales of Childrenswear by Category: % Volume Growth 2023-2028

Table 22 - Forecast Sales of Childrenswear by Category: % Value Growth 2023-2028

Apparel Accessories in Thailand

KEY DATA FINDINGS

2023 DEVELOPMENTS

Resumption of inbound and outbound travel boosts sales of apparel accessories
Post-pandemic period paints a mixed picture for apparel accessories
Declining demand for fabric masks puts a dent in sales of “other” apparel accessories

PROSPECTS AND OPPORTUNITIES

Rise in preference for casual wear and athleisure likely to have a mixed impact on sales of apparel accessories
Declining popularity of fabric face mask and hats/caps with face shield
Unbranded products could enjoy demand in the market

CATEGORY DATA

Table 23 - Sales of Apparel Accessories by Category: Volume 2018-2023
Table 24 - Sales of Apparel Accessories by Category: Value 2018-2023
Table 25 - Sales of Apparel Accessories by Category: % Volume Growth 2018-2023
Table 26 - Sales of Apparel Accessories by Category: % Value Growth 2018-2023
Table 27 - NBO Company Shares of Apparel Accessories: % Value 2019-2023
Table 28 - LBN Brand Shares of Apparel Accessories: % Value 2020-2023
Table 29 - Forecast Sales of Apparel Accessories by Category: Volume 2023-2028
Table 30 - Forecast Sales of Apparel Accessories by Category: Value 2023-2028
Table 31 - Forecast Sales of Apparel Accessories by Category: % Volume Growth 2023-2028
Table 32 - Forecast Sales of Apparel Accessories by Category: % Value Growth 2023-2028

Menswear in Thailand

KEY DATA FINDINGS

2023 DEVELOPMENTS

Sustainable collections and new innovations boost the performance of menswear
Genderless fashion is an emerging trend in menswear
E-commerce driving sales in menswear

PROSPECTS AND OPPORTUNITIES

Menswear should continue to enjoy positive sales growth
Product innovation expected to fuel value growth as players target new audiences
Competitive landscape will likely remain highly fragmented as new players continue to enter the market with new concepts

CATEGORY DATA

Table 33 - Sales of Menswear by Category: Volume 2018-2023
Table 34 - Sales of Menswear by Category: Value 2018-2023
Table 35 - Sales of Menswear by Category: % Volume Growth 2018-2023
Table 36 - Sales of Menswear by Category: % Value Growth 2018-2023
Table 37 - NBO Company Shares of Menswear: % Value 2019-2023
Table 38 - LBN Brand Shares of Menswear: % Value 2020-2023
Table 39 - NBO Company Shares of Men's Nightwear: % Value 2019-2023
Table 40 - LBN Brand Shares of Men's Nightwear: % Value 2020-2023
Table 41 - NBO Company Shares of Men's Outerwear: % Value 2019-2023
Table 42 - LBN Brand Shares of Men's Outerwear: % Value 2020-2023
Table 43 - NBO Company Shares of Men's Swimwear: % Value 2019-2023
Table 44 - LBN Brand Shares of Men's Swimwear: % Value 2020-2023
Table 45 - NBO Company Shares of Men's Underwear: % Value 2019-2023

- Table 46 - LBN Brand Shares of Men's Underwear: % Value 2020-2023
- Table 47 - Forecast Sales of Menswear by Category: Volume 2023-2028
- Table 48 - Forecast Sales of Menswear by Category: Value 2023-2028
- Table 49 - Forecast Sales of Menswear by Category: % Volume Growth 2023-2028
- Table 50 - Forecast Sales of Menswear by Category: % Value Growth 2023-2028

Womenswear in Thailand

KEY DATA FINDINGS

2023 DEVELOPMENTS

- Functionality and sustainability are key areas of focus in 2023
- Womenswear becoming increasingly fragmented with an increased presence of small and local brands
- Players focusing on customer relations management and brand loyalty programmes

PROSPECTS AND OPPORTUNITIES

- Womenswear will continue to expand with the extension of product lines and new brand developments
- Rapid expansion of second-hand market could pose a threat to womenswear
- Brands expected to invest more heavily in their digitalisation strategies as consumers spend more time online

CATEGORY DATA

- Table 51 - Sales of Womenswear by Category: Volume 2018-2023
- Table 52 - Sales of Womenswear by Category: Value 2018-2023
- Table 53 - Sales of Womenswear by Category: % Volume Growth 2018-2023
- Table 54 - Sales of Womenswear by Category: % Value Growth 2018-2023
- Table 55 - NBO Company Shares of Womenswear: % Value 2019-2023
- Table 56 - LBN Brand Shares of Womenswear: % Value 2020-2023
- Table 57 - NBO Company Shares of Women's Nightwear: % Value 2019-2023
- Table 58 - LBN Brand Shares of Women's Nightwear: % Value 2020-2023
- Table 59 - NBO Company Shares of Women's Outerwear: % Value 2019-2023
- Table 60 - LBN Brand Shares of Women's Outerwear: % Value 2020-2023
- Table 61 - NBO Company Shares of Women's Swimwear: % Value 2019-2023
- Table 62 - LBN Brand Shares of Women's Swimwear: % Value 2020-2023
- Table 63 - NBO Company Shares of Women's Underwear: % Value 2019-2023
- Table 64 - LBN Brand Shares of Women's Underwear: % Value 2020-2023
- Table 65 - Forecast Sales of Womenswear by Category: Volume 2023-2028
- Table 66 - Forecast Sales of Womenswear by Category: Value 2023-2028
- Table 67 - Forecast Sales of Womenswear by Category: % Volume Growth 2023-2028
- Table 68 - Forecast Sales of Womenswear by Category: % Value Growth 2023-2028

Jeans in Thailand

KEY DATA FINDINGS

2023 DEVELOPMENTS

- Levi's retains its leading position in jeans category with strong performance across APAC in 2023
- Concept stores proving popular for sales of jeans
- Celebrity brand ambassadors play a key role in driving sales while players continue to invest in their online presence

PROSPECTS AND OPPORTUNITIES

- Jeans likely to remain a popular staple in the wardrobes of Thai consumers
- New brands expected to enter the market while existing players focus on distribution agreements
- Environmental concerns expected to increasingly inform new product development and sales within jeans

CATEGORY DATA

Table 69 - Sales of Jeans by Category: Volume 2018-2023
 Table 70 - Sales of Jeans by Category: Value 2018-2023
 Table 71 - Sales of Jeans by Category: % Volume Growth 2018-2023
 Table 72 - Sales of Jeans by Category: % Value Growth 2018-2023
 Table 73 - Sales of Men's Jeans by Category: Volume 2018-2023
 Table 74 - Sales of Men's Jeans by Category: Value 2018-2023
 Table 75 - Sales of Men's Jeans by Category: % Volume Growth 2018-2023
 Table 76 - Sales of Men's Jeans by Category: % Value Growth 2018-2023
 Table 77 - Sales of Women's Jeans by Category: Volume 2018-2023
 Table 78 - Sales of Women's Jeans by Category: Value 2018-2023
 Table 79 - Sales of Women's Jeans by Category: % Volume Growth 2018-2023
 Table 80 - Sales of Women's Jeans by Category: % Value Growth 2018-2023
 Table 81 - NBO Company Shares of Jeans: % Value 2019-2023
 Table 82 - LBN Brand Shares of Jeans: % Value 2020-2023
 Table 83 - Forecast Sales of Jeans by Category: Volume 2023-2028
 Table 84 - Forecast Sales of Jeans by Category: Value 2023-2028
 Table 85 - Forecast Sales of Jeans by Category: % Volume Growth 2023-2028
 Table 86 - Forecast Sales of Jeans by Category: % Value Growth 2023-2028
 Table 87 - Forecast Sales of Men's Jeans by Category: Volume 2023-2028
 Table 88 - Forecast Sales of Men's Jeans by Category: Value 2023-2028
 Table 89 - Forecast Sales of Men's Jeans by Category: % Volume Growth 2023-2028
 Table 90 - Forecast Sales of Men's Jeans by Category: % Value Growth 2023-2028
 Table 91 - Forecast Sales of Women's Jeans by Category: Volume 2023-2028
 Table 92 - Forecast Sales of Women's Jeans by Category: Value 2023-2028
 Table 93 - Forecast Sales of Women's Jeans by Category: % Volume Growth 2023-2028
 Table 94 - Forecast Sales of Women's Jeans by Category: % Value Growth 2023-2028

Hosiery in Thailand

KEY DATA FINDINGS

2023 DEVELOPMENTS

Players focus on new product development as casual fashion styles continue to hinder the post-pandemic recovery of sheer hosiery
 Sustainability trend is also witnessed in hosiery
 Character-themed products continue to prove popular for school hosiery

PROSPECTS AND OPPORTUNITIES

A focus on health and fitness, athleisure and street styles should all benefit hosiery sales
 Category is expected to grow with innovations targeting underserved consumers
 Price increments mean unbranded products are likely to come into popularity

CATEGORY DATA

Table 95 - Sales of Hosiery by Category: Volume 2018-2023
 Table 96 - Sales of Hosiery by Category: Value 2018-2023
 Table 97 - Sales of Hosiery by Category: % Volume Growth 2018-2023
 Table 98 - Sales of Hosiery by Category: % Value Growth 2018-2023
 Table 99 - NBO Company Shares of Hosiery: % Value 2019-2023
 Table 100 - LBN Brand Shares of Hosiery: % Value 2020-2023
 Table 101 - Forecast Sales of Hosiery by Category: Volume 2023-2028
 Table 102 - Forecast Sales of Hosiery by Category: Value 2023-2028
 Table 103 - Forecast Sales of Hosiery by Category: % Volume Growth 2023-2028
 Table 104 - Forecast Sales of Hosiery by Category: % Value Growth 2023-2028

Footwear in Thailand

KEY DATA FINDINGS

2023 DEVELOPMENTS

Footwear innovations focus on comfort and functionality while social responsibility also comes under the spotlight

Collaborations and capsule collections playing a key role in driving demand

Integrated marketing strategies employed to support sales of footwear

PROSPECTS AND OPPORTUNITIES

Players may look to upgrade and revamp their physical outlets to win over shoppers

More innovative and advanced products could help to drive footwear sales

Sustainability set to become a growing influence on new product development and brand marketing messages

CATEGORY DATA

Table 105 - Sales of Footwear by Category: Volume 2018-2023

Table 106 - Sales of Footwear by Category: Value 2018-2023

Table 107 - Sales of Footwear by Category: % Volume Growth 2018-2023

Table 108 - Sales of Footwear by Category: % Value Growth 2018-2023

Table 109 - NBO Company Shares of Footwear: % Value 2019-2023

Table 110 - LBN Brand Shares of Footwear: % Value 2020-2023

Table 111 - Distribution of Footwear by Format: % Value 2018-2023

Table 112 - Forecast Sales of Footwear by Category: Volume 2023-2028

Table 113 - Forecast Sales of Footwear by Category: Value 2023-2028

Table 114 - Forecast Sales of Footwear by Category: % Volume Growth 2023-2028

Table 115 - Forecast Sales of Footwear by Category: % Value Growth 2023-2028

Sportswear in Thailand

KEY DATA FINDINGS

2023 DEVELOPMENTS

Sportswear continues to expand, with brands focusing on new product development and innovation to win over consumers

Brands launch sport-related events and activities to build brand engagement and support new launches

Omnichannel strategy important for sportswear brands to thrive

PROSPECTS AND OPPORTUNITIES

More new brands expected to enter the market

Concept stores likely to be a growing feature of the retail landscape

Sustainable innovations could help add value to sportswear

CATEGORY DATA

Table 116 - Sales of Sportswear by Category: Value 2018-2023

Table 117 - Sales of Sportswear by Category: % Value Growth 2018-2023

Table 118 - NBO Company Shares of Sportswear: % Value 2019-2023

Table 119 - LBN Brand Shares of Sportswear: % Value 2020-2023

Table 120 - Distribution of Sportswear by Format: % Value 2018-2023

Table 121 - Forecast Sales of Sportswear by Category: Value 2023-2028

Table 122 - Forecast Sales of Sportswear by Category: % Value Growth 2023-2028

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/apparel-and-footwear-in-thailand/report.