

Sportswear in Thailand

November 2023

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Sportswear in Thailand - Category analysis

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

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