

# Experiential Luxury in Thailand

October 2023

Table of Contents

## Experiential Luxury in Thailand - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Current value sales of experiential luxury on the rise in 2023  
Luxury hotels records highest value increase within overall category in 2023  
Marriott International Inc is the leading player in experiential luxury in 2022

#### PROSPECTS AND OPPORTUNITIES

Continued recovery expected for experiential luxury over 2023-2028  
Luxury hotels will record the best performance in experiential luxury over the forecast period  
Government efforts to help drive tourism in Thailand

#### CATEGORY DATA

Table 1 - Sales of Experiential Luxury by Category: Value 2018-2023  
Table 2 - Sales of Experiential Luxury by Category: % Value Growth 2018-2023  
Table 3 - NBO Company Shares of Experiential Luxury: % Value 2018-2023  
Table 4 - LBN Brand Shares of Experiential Luxury: % Value 2019-2022  
Table 5 - Forecast Sales of Experiential Luxury by Category: Value 2023-2028  
Table 6 - Forecast Sales of Experiential Luxury by Category: % Value Growth 2023-2028

## Luxury Goods in Thailand - Industry Overview

### EXECUTIVE SUMMARY

Luxury goods in 2023: The big picture  
2023 key trends  
Competitive landscape  
Retailing developments  
What next for luxury goods?

### MARKET DATA

Table 7 - Sales of Luxury Goods by Category: Value 2018-2023  
Table 8 - Sales of Luxury Goods by Category: % Value Growth 2018-2023  
Table 9 - Inbound Receipts for Luxury Goods by Country of Origin: Value 2018-2023  
Table 10 - NBO Company Shares of Luxury Goods: % Value 2018-2023  
Table 11 - LBN Brand Shares of Luxury Goods: % Value 2019-2023  
Table 12 - Distribution of Luxury Goods by Format and Category: % Value 2023  
Table 13 - Forecast Sales of Luxury Goods by Category: Value 2023-2028  
Table 14 - Forecast Sales of Luxury Goods by Category: % Value Growth 2023-2028

### DISCLAIMER

### SOURCES

Summary 1 - Research Sources

## 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/experiential-luxury-in-thailand/report](http://www.euromonitor.com/experiential-luxury-in-thailand/report).