



# Home Products Specialists in Thailand

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## Home Products Specialists in Thailand - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Channel sees substantial expansion thanks to investment of major brands

Previous purchases slow sales growth

Consumers have become more comfortable buying home products online

#### PROSPECTS AND OPPORTUNITIES

Local and independent retail operators adapt to grow, while demographic trends and government investment will boost channel performance

Differentiation through new and improved services and membership schemes

E-commerce will keep on rising

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## Retail in Thailand - Industry Overview

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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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