

# General Merchandise Stores in Thailand

February 2024

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## General Merchandise Stores in Thailand - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Variety stores sales slow in 2023 following previous year's robust rebound  
Mr DIY proves popular in variety stores, while department stores invest in e-commerce  
Premium player MUJI adapts sales channels to broaden reach

#### PROSPECTS AND OPPORTUNITIES

On-going expansion of e-commerce will hamper growth in variety store value sales as department stores faces threat from specialists  
Store-based retailers will pivot towards omnichannel retail  
Popularity of Japanese culture will drive revival in Japanese-style variety stores, and department stores will attempt to woo consumers through foodservice

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What next for retail?

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Informal retail  
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