



# Apparel and Footwear Specialists in Thailand

February 2024

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## Apparel and Footwear Specialists in Thailand - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Leading players rise rapidly in harsh competitive landscape  
Players pivot towards omnichannel model, while promotions become more prevalent  
Marketing continues to shift online in 2023

#### PROSPECTS AND OPPORTUNITIES

Current value sales set to see slowed growth during forecast period as sustainability focus sharpens  
Outlets expansion expected to resume  
E-commerce expected to gain momentum over the forecast

#### CHANNEL DATA

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## Retail in Thailand - Industry Overview

### EXECUTIVE SUMMARY

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  
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Seasonality  
11.11 or single day  
Mid- and end-year sales  
Black Friday  
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