



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

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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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