

## **Childrenswear in Thailand**

Market Direction | 2023-01-09 | 20 pages | Euromonitor

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### **Report description:**

Due to the speed at which children grow out of their clothes - especially babies and toddlers - the demand for childrenswear was not as affected by COVID-19 as womenswear and menswear. Sales of childrenswear saw a small improvement in 2021 as stores reopened and restrictions eased, but sales remained well below pre-COVID-19 levels in retail volume terms. While parents replaced everyday childrenswear, sales of childrenswear for special occasions continued to struggle. Sales were also impeded by t...

Euromonitor International's Childrenswear in Thailand report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022 and analysis by distribution format allowing you to identify the sectors driving growth. It identifies the leading companies, leading brands, and offers strategic analysis of key factors influencing the market. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Baby and Toddler Wear, Boys' Apparel, Girls' Apparel.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Childrenswear market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

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Euromonitor International  
January 2023

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