

Womenswear in Thailand

Market Direction | 2023-01-09 | 27 pages | Euromonitor

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Report description:

Womenswear in Thailand was hard hit by the impact of COVID-19 in 2020, with the pandemic continuing to limit the category's recovery in 2021. While stores were able to reopen in 2021, COVID-19 continued to have a significant impact on the local economy with tourism numbers a fraction of those seen in the previous year. The closure of many businesses also resulted in a rapid rise in unemployment. The situation was much improved in 2022 as Thailand reopened its borders to foreign travellers from F...

Euromonitor International's Womenswear 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: Women's Nightwear, Women's Outerwear, Women's Swimwear, Women's Underwear.

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

Why buy this report?

- * Get a detailed picture of the Womenswear 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Sales of womenswear bounce back as retailers focus on both the physical and digital retail landscapes

Second-hand market proves a popular alternative for cash-strapped consumers

Athleisure and casualwear trend continues to gain traction

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