

## **Hypermarkets in Thailand**

Market Direction | 2023-03-13 | 38 pages | Euromonitor

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### **Report description:**

As Coronavirus (COVID-19) restrictions eased during 2022, retail current value sales of hypermarkets started to rebound from strong declines, which predated the pandemic. Thus, hypermarkets' retail current value sales remained well below the pre-pandemic level at the end of the review period. The rebound in 2022 was supported by a series of economic stimulus measures from the government. These included cash handouts to welfare cardholders and special groups, co-payments and cash rebates.

Euromonitor International's Hypermarkets in Thailand report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

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

Why buy this report?

- \* Get a detailed picture of the Hypermarkets 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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Euromonitor International  
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