

Childrenswear in Thailand

Market Direction | 2023-11-20 | 20 pages | Euromonitor

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Report description:

The purchasing behaviour of Thai parents and guardians is becoming more sophisticated when it comes to purchasing childrenswear. While they are still looking for value-for-money they are also increasingly focusing on both fashion and product quality. They greatly value product quality especially for baby and toddler wear, with consumers often looking for products made from 100% cotton, organic fabric or muslin. However, fashion comes into play when they are looking for childrenswear for older children...

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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Parents and guardians remain the key decision makers for childrenswear, valuing both fashion and product quality

School re-openings support an ongoing recovery in sales of childrenswear

Unbranded products gain ground as consumers facing mounting financial pressures

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Childrenswear sales via e-commerce will expand

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