

Hosiery in Thailand

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

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Report description:

Sales of hosiery have continued on the path to recovery in 2023 with COVID-19 regulations on social and office activities removed. However, the shift to a more casual style of fashion has continued to limit the post-pandemic recovery of sheer hosiery with sales remaining well below pre-pandemic levels in value and volume terms. Despite seeing double-digit growth in current value terms in 2023 this has been largely attributed to unit price increases rather than a significant recovery in demand.

Euromonitor International's Hosiery 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: Non-Sheer Hosiery, Sheer Hosiery.

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

Why buy this report?

- * Get a detailed picture of the Hosiery 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
November 2023

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HOSIERY IN THAILAND

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Players focus on new product development as casual fashion styles continue to hinder the post-pandemic recovery of sheer hosiery

Sustainability trend is also witnessed in hosiery

Character-themed products continue to prove popular for school hosiery

PROSPECTS AND OPPORTUNITIES

A focus on health and fitness, athleisure and street styles should all benefit hosiery sales

Category is expected to grow with innovations targeting underserved consumers

Price increments mean unbranded products are likely to come into popularity

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