

Sportswear in Thailand

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

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Report description:

Aligned with an increased focus on the importance of health and wellness among Thai consumers, there has been an increase in people taking part in workout routines and exercise activities. In 2023, sportswear brands have continued to leverage this trend by launching new product innovations to drive sales. New product innovations in 2023 have included Reebok's new Classic Leather and Club C range which has been designed to attract those looking for more casual sports-inspired footwear. Other new...

Euromonitor International's Sportswear 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: Sports Apparel, Sports Footwear.

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

Why buy this report?

- * Get a detailed picture of the Sportswear 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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SPORTSWEAR IN THAILAND

KEY DATA FINDINGS

2023 DEVELOPMENTS

Sportswear continues to expand, with brands focusing on new product development and innovation to win over consumers

Brands launch sport-related events and activities to build brand engagement and support new launches

Omnichannel strategy important for sportswear brands to thrive

PROSPECTS AND OPPORTUNITIES

More new brands expected to enter the market

Concept stores likely to be a growing feature of the retail landscape

Sustainable innovations could help add value to sportswear

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