

Womenswear in Thailand

Market Direction | 2023-11-20 | 28 pages | Euromonitor

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Report description:

Womenswear in Thailand is seeing a shift in demand towards multi-purpose products. Although fashion remains the key concern when people are purchasing womenswear, consumers are also showing more concern with regard to the item's functionality. This is especially true with regard to comfort and the ease at which the item can be mixed and matched with different outfits. This is in part a consequence of consumers spending more time at home working/studying during the pandemic. With many consumers c...

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.

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Functionality and sustainability are key areas of focus in 2023

Womenswear becoming increasingly fragmented with an increased presence of small and local brands

Players focusing on customer relations management and brand loyalty programmes

PROSPECTS AND OPPORTUNITIES

Womenswear will continue to expand with the extension of product lines and new brand developments

Rapid expansion of second-hand market could pose a threat to womenswear

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