

Direct Selling in Thailand

Market Direction | 2024-02-29 | 37 pages | Euromonitor

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Report description:

Direct selling in Thailand continued to fall in terms of current value sales in 2023, in a persistent decline that began in 2020 and has not let up since. However, the rate of the drop was significantly slower than in the previous year of 2022. The competitive landscape for direct selling in Thailand is home to four major brands that are all well-known and extremely profitable: Amway, Giffarine, Mistine (from Better Way), and Herbalife Nutrition. All four have stumbled somewhat due to the pandem...

Euromonitor International's Direct Selling 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.

Product coverage: Appliances and Electronics Direct Selling, Drinks and Tobacco Direct Selling, Fashion Direct Selling, Foods Direct Selling, Health and Beauty Direct Selling, Home Products Direct Selling, Other Products Direct Selling.

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

Why buy this report?

- * Get a detailed picture of the Direct Selling 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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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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