

Retail E-Commerce in Thailand

Market Direction | 2024-02-29 | 41 pages | Euromonitor

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Report description:

E-commerce sales in Thailand saw slowed but strong growth in terms of current value in 2023. The channel still accounts for an only small percentage of retail overall, though growth has been rapid and remained robust in 2023. At the same time, there are several tech companies losing money every year in Thailand as many local consumers prefer to purchase products in-store rather than online.

Euromonitor International's Retail E-Commerce 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: Retail E-Commerce by Product, Retail E-Commerce by Type.

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

Why buy this report?

- * Get a detailed picture of the Retail E-Commerce 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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reliable information resources to help drive informed strategic planning.

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Euromonitor International
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KEY DATA FINDINGS

2023 DEVELOPMENTS

Value sales slow though growth remains high for e-commerce in 2023

Online grocery shopping drives up value and volume

Landscape fragments further with more and more retailers shifting online, while JD central withdraws from competition

PROSPECTS AND OPPORTUNITIES

Current value sales will continue to rise throughout the forecast period

Multinational players will continue to lead

Home products marketplace to see strong growth going forward

CHANNEL DATA

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RETAIL IN THAILAND

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Digitalised retail: next-gen online-to-offline

What next for retail?

OPERATING ENVIRONMENT

Informal retail

Opening hours for physical retail

Summary 1 Standard Opening Hours by Channel Type 2023

Seasonality

11.11 or single day

Mid- and end-year sales

Black Friday

Back-to-School

MARKET DATA

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