

Supermarkets in Thailand

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

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Report description:

Current value sales continued to rise for supermarkets in Thailand in 2023, at a rate that was significantly faster than that posted in 2022. Supermarket operators in the country tend to target middle- to upper-income consumers, who are somewhat less vulnerable to economic fluctuations. Many of these more affluent consumers saved extra money during the coronavirus crisis as lockdown led to fewer opportunities for spending, such as social occasions. Consequently, much of the channel's core consum...

Euromonitor International's Supermarkets 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.

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

Why buy this report?

- * Get a detailed picture of the Supermarkets 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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