

Experiential Luxury in Thailand

Market Direction | 2024-10-21 | 17 pages | Euromonitor

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Report description:

Value growth of experiential luxury in Thailand, driven by luxury hotels, is notably slowing in 2024, as part of a stabilisation trend following several years of dynamic sales performance when pandemic-related restrictions eased and consumers turned to "revenge" spending, including on travel and exciting experiences due to greater mobility outside of the home. Nevertheless, the ongoing positive performance of the category is being supported by demand for experience-driven consumption, as there i...

Euromonitor International's Experiential Luxury in Thailand report offers a comprehensive guide to the size and shape of the Experiential Luxury market at a national level. It provides the latest retail sales data, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market and their effects on Experiential Luxury retailing along with the development of consumers' shopping patterns. Forecasts to 2028 illustrate how the market is set to change

Product coverage: Luxury Foodservice, Luxury Hotels.

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

Why buy this report?

- * Get a detailed picture of the Experiential Luxury 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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Table of Contents:

Experiential Luxury in Thailand
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List Of Contents And Tables

EXPERIENTIAL LUXURY IN THAILAND

KEY DATA FINDINGS

2024 DEVELOPMENTS

Value growth stabilises following post-pandemic surge in revenge spending

Rising number of luxury hotels to cater for growing demand

Sustainability efforts increasingly adopted by luxury hotels

PROSPECTS AND OPPORTUNITIES

Outlook for experiential luxury in Thailand is promising

Luxury hotels set to continue driving experiential luxury over the forecast period

Experience-driven luxury could be a key to success

CATEGORY DATA

Table 1 Sales of Experiential Luxury by Category: Value 2019-2024

Table 2 Sales of Experiential Luxury by Category: % Value Growth 2019-2024

Table 3 NBO Company Shares of Experiential Luxury: % Value 2019-2023

Table 4 LBN Brand Shares of Experiential Luxury: % Value 2020-2023

Table 5 Forecast Sales of Experiential Luxury by Category: Value 2024-2029

Table 6 Forecast Sales of Experiential Luxury by Category: % Value Growth 2024-2029

LUXURY GOODS IN THAILAND

EXECUTIVE SUMMARY

Luxury goods in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for luxury goods?

MARKET DATA

Table 7 Sales of Luxury Goods by Category: Value 2019-2024

Table 8 Sales of Luxury Goods by Category: % Value Growth 2019-2024

Table 9 Inbound Receipts for Luxury Goods by Country of Origin: Value 2019-2024

Table 10 NBO Company Shares of Luxury Goods: % Value 2019-2023

Table 11 LBN Brand Shares of Luxury Goods: % Value 2020-2023

Table 12 Distribution of Luxury Goods by Format and Category: % Value 2024

Table 13 Forecast Sales of Luxury Goods by Category: Value 2024-2029

Table 14 Forecast Sales of Luxury Goods by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 Research Sources

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