

Apparel Accessories in Thailand

Market Direction | 2024-12-06 | 20 pages | Euromonitor

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Report description:

The apparel accessories market in Thailand is projected to face a subdued performance in 2024, with various factors influencing demand. Of particular note is the rise of hybrid working arrangements, which has driven the adoption of more casual attire. This shift has negatively impacted demand for traditional formal accessories like ties, volume sales of which remain significantly below pre-pandemic levels.

Euromonitor International's Apparel Accessories 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 2019-2023 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 2028 illustrate how the market is set to change.

Product coverage: Belts, Gloves, Hats/Caps, Other Apparel Accessories, Scarves, Ties.

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

Why buy this report?

- * Get a detailed picture of the Apparel Accessories 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, 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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Modest growth for apparel accessories in 2024

Strong presence on unbranded items results in fragmented and polarised market landscape

Fast-fashion trend boosts demand

PROSPECTS AND OPPORTUNITIES

Fashion trends will drive growth, although the growing popularity of casual wear in professional settings and the rise of second-hand items may impact sales

Recovery of tourism industry should boost demand

Online platforms will help to fuel demand

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