

Childrenswear in Thailand

Market Direction | 2024-12-06 | 19 pages | Euromonitor

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Report description:

Thailand's childrenswear market is expected to post positive growth in retail volume terms in 2024, continuing the trend of the previous two years. One primary driver is the necessity for parents to replace outgrown clothing, including school uniforms and footwear. Moreover, with life returning to normal post-pandemic, shopping at physical stores has regained popularity, which encourages additional purchases, including impulse buys often prompted by children.

Euromonitor International's Childrenswear 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: Baby and Toddler Wear, Boys' Apparel, Girls' Apparel.

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

Why buy this report?

- * Get a detailed picture of the Childrenswear 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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Unbranded items gain ground as consumers face financial pressures

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Licenced characters will continue to appeal to young consumers

Omnichannel strategies will continue to gain traction

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