

Thailand Travel Retail - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

Market Report | 2025-04-28 | 120 pages | Mordor Intelligence

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Report description:

The Thailand Travel Retail Market size is estimated at USD 164.91 billion in 2025, and is expected to reach USD 228.60 billion by 2030, at a CAGR of 6.75% during the forecast period (2025-2030).

The economy of Thailand is one of South Asia's most influential economies. Thailand has been a major player in travel, tourism and trade for decades. Thailand is an exciting and strategic market with a high awareness of beauty and high spending power. The people's standard of living is rising due to higher disposable income and improved lifestyle. One of the main reasons for the growth of the Thai travel retail industry in the coming years is the steady increase in the number of tourist arrivals.

The Thailand travel retail group, King Power International, is based in Bangkok and one of the top duty-free retailers in the world. King Power offers an excellent selection of international brands, at affordable prices. It provides high-quality services to Chinese as well as other international customers.

Thailand Travel Retail Market Trends

Growth of the Tourism Industry in Thailand is Driving the Market

- The growing attractiveness of the tourism industry is the prime factor driving the growth of the travel retail market in Thailand. Factors such as the presence of numerous tourism destinations, pleasant weather conditions, and the availability of several luxury hotels coupled with numerous recreational activities have attracted tourists worldwide.
- The increasing influx of tourists is expected to play a crucial role in the development of the travel retail market in Thailand.

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Growth in travel and tourism has increased the demand for apparel, fashion, food items, electronics, and wines and spirits category. There has been a rise in the demand for beauty and personal care products by travelers at the airport facility.

Increase in Urban Population is Driving the Market

- The urban population comprises nearly half of the total population in Thailand. The presence of a large young urban population is expected to augment the demand for travel retail sales of products such as beauty, fashion, and personal care. An increase in urbanization and lifestyle changes are expected to create lucrative opportunities in the market.
- The leading vendors are developing consumer-focused businesses, especially for this end-user segment, to boost their travel retail industry size over the next few years. With the surge in middle-class median income, their expenditure trend, traveling mode, and demand for premium brands will also rise, fueling travel retail sales across the industry. Rapid development and urbanization will augment infrastructure development and offer access to better amenities in the market.

Thailand Travel Retail Industry Overview

The market studied is fragmented and competitive, with players competing on various fronts to gain a larger share of the market. With players looking into new strategies to improve their online presence and attract new clients, consumers have given the market's competition a new dimension. The report covers major international players like King Power, The Shilla Duty-Free, Jaidee Duty-Free, SIAM Gems Group, and Leon Duty-Free operating in Thailand's travel retail industry.

Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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