

Experiential Luxury in Thailand

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Abstracts

The restrictions imposed on inbound tourism by the Thai Government in an effort to limit the spread of COVID-19 had a severe negative impact on the travel industry, including hotels. Experiential luxury, which is dominated by luxury hotels, saw its value sales more than halved in 2020, followed by another major decline in 2021. However, 2022 saw a very impressive rebound, with 130% current value growth for luxury hotels, with another increase of 25% seen in 2023. While sales are still below thei...

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 2027 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.

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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