

Retail E-Commerce in Thailand

<https://marketpublishers.com/r/R6C29C8C8395EN.html>

Date: February 2024

Pages: 41

Price: US\$ 990.00 (Single User License)

ID: R6C29C8C8395EN

Abstracts

E-commerce sales in Thailand saw slowed but strong growth in terms of current value in 2023. The channel still accounts for an only small percentage of retail overall, though growth has been rapid and remained robust in 2023. At the same time, there are several tech companies losing money every year in Thailand as many local consumers prefer to purchase products in-store rather than online.

Euromonitor International's Retail E-Commerce in Thailand report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

Product coverage: Retail E-Commerce by Product, Retail E-Commerce by Type.

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

Why buy this report?

Get a detailed picture of the Retail E-Commerce 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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