

Travel Retail in Thailand

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Abstracts

Travel retail in Thailand witnessed a clear pattern between online and offline travel retail sales. Internet transactions in travel retail increased aggressively, receiving a good response from tourists, whereas offline travel retail outlets still need to adapt to this strategy to survive and match with the changing lifestyles and demands of residents. The number of small offline retail outlets continued to close down due to the intensive competition from online players as well as political...

Euromonitor International's Travel Retail in Thailand report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest market size data 2009-2013, allowing you to identify the sectors driving growth. It identifies the leading companies and offers strategic analysis of key factors influencing the market - be they new legislative, technology or pricing issues. Background information on disposable income, annual leave and holiday taking habits is also included. Forecasts to 2018 illustrate how the market is set to change.

Product coverage: Travel Retail Sales by Category, Travel Retail Sales by Channel, Travel Retail Sales by Corporate Business vs Leisure.

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

Why buy this report?

Get a detailed picture of the Travel Retail 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.

Contents

Headlines

Trends

Prospects

Category Data

Table 1 Travel Retail Sales by Category: Value 2008-2013

Table 2 Travel Retail Corporate Business Sales: Value 2008-2013

Table 3 Travel Retail Leisure Sales: Value 2008-2013

Table 4 Travel Retail Online Sales by Category: Internet Transaction Value 2008-2013

Table 5 Travel Retail NBO Company Shares: % Value 2009-2013

Table 6 Travel Retail Brands by Key Performance Indicators 2013

Table 7 Forecast Travel Retail Sales by Category: Value 2013-2018

Table 8 Forecast Travel Retail Corporate Business Sales: Value 2013-2018

Table 9 Forecast Travel Retail Leisure Sales: Value 2013-2018

Table 10 Forecast Travel Retail Online Sales by Category: Internet Transaction Value 2013-2018

Web Sawasdee Pcl in Travel and Tourism (thailand)

Strategic Direction

Key Facts

Summary 1 Web Sawasdee PCL: Key Facts

Company Background

Competitive Positioning

Summary 2 Web Sawasdee PCL: Competitive Position 2013

Executive Summary

Despite Political Turmoil, Arrivals Break New Record Again

Online Sales Growing With Greater Impact on Tourism

Aec Bring Asean Countries As the Priority of Inbound and Outbound Trips

Thai Lion Air, Newest Low Cost Carrier, Emerges in 2013

Future Direction of Thai Tourism May Change

SWOT

Summary 3 Thailand: SWOT

Demand Factors

Table 11 Leave Entitlement: Volume 2008-2013

Table 12 Holiday Takers by Age 2008-2013

Table 13 Seasonality of Trips: % Breakdown 2008-2013

Balance of Payments

Table 14 Balance of Tourism Payments: Value 2008-2013

Sources

Summary 4 Research Sources

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