

Online Retail in Thailand

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Abstracts

Online Retail in Thailand

SUMMARY

Online Retail in Thailand industry profile provides top-line qualitative and quantitative summary information including: market size (value 2014-18, and forecast to 2023). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

KEY HIGHLIGHTS

The Online Retail market includes all sales within each category listed below, provided they take place over the internet, where the payment does not occur in-store on a later occasion. Data is included irrespective of whether the vendor is a pure-play internet company or the online offering of a bricks and mortar retailer.

The Thai online retail sector generated total revenues of \$3.4bn in 2018, representing a compound annual growth rate (CAGR) of 14.9% between 2014 and 2018.

The electrical and electronics retail segment is expected to be the sector's most lucrative in 2018, with total revenues of \$1.4bn, equivalent to 42.6% of the sector's overall value.

71% of Thai smartphone users shop online an average of twice month according to a survey by the Thailand Marketing Research Society, while 90% of those surveyed intend to shop online in the future.

SCOPE

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the online retail market in Thailand

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the online retail market in Thailand

Leading company profiles reveal details of key online retail market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the Thailand online retail market with five year forecasts

REASONS TO BUY

What was the size of the Thailand online retail market by value in 2018?

What will be the size of the Thailand online retail market in 2023?

What factors are affecting the strength of competition in the Thailand online retail market?

How has the market performed over the last five years?

What are the main segments that make up Thailand's online retail market?

Contents

1 EXECUTIVE SUMMARY

- 1.1. Market value
- 1.2. Market value forecast
- 1.3. Category segmentation
- 1.4. Geography segmentation
- 1.5. Market rivalry
- 1.6. Competitive Landscape

2 MARKET OVERVIEW

- 2.1. Market definition
- 2.2. Market analysis

3 MARKET DATA

- 3.1. Market value

4 MARKET SEGMENTATION

- 4.1. Category segmentation
- 4.2. Geography segmentation
- 4.3. Market distribution

5 MARKET OUTLOOK

- 5.1. Market value forecast

6 FIVE FORCES ANALYSIS

- 6.1. Summary
- 6.2. Buyer power
- 6.3. Supplier power
- 6.4. New entrants
- 6.5. Threat of substitutes
- 6.6. Degree of rivalry

7 COMPETITIVE LANDSCAPE

- 7.1. Who are the leading players?
- 7.2. What strategies do the leading players follow?
- 7.3. Who are the main challengers to the incumbents?
- 7.4. What is the rationale for the recent M&A activity?

8 COMPANY PROFILES

- 8.1. Alibaba Group Holding Limited
- 8.2. Amazon.com, Inc.
- 8.3. Central Group Co Ltd
- 8.4. King Power International Group
- 8.5. Home Product Center Public Company Ltd
- 8.6. Tesco PLC

9 MACROECONOMIC INDICATORS

- 9.1. Country data

10 APPENDIX

- 10.1. Methodology
- 10.2. Industry associations
- 10.3. Related MarketLine research
- 10.4. About MarketLine

List Of Tables

LIST OF TABLES

Table 1: Thailand online retail sector value: \$ million, 2014-18
Table 2: Thailand online retail sector category segmentation: \$ million, 2018
Table 3: Thailand online retail sector geography segmentation: \$ million, 2018
Table 4: Thailand online retail sector distribution: % share, by value, 2018
Table 5: Thailand online retail sector value forecast: \$ million, 2018-23
Table 6: Alibaba Group Holding Limited: key facts
Table 7: Alibaba Group Holding Limited: Annual Financial Ratios
Table 8: Alibaba Group Holding Limited: Key Employees
Table 9: Amazon.com, Inc.: key facts
Table 10: Amazon.com, Inc.: Annual Financial Ratios
Table 11: Amazon.com, Inc.: Key Employees
Table 12: Central Group Co Ltd: key facts
Table 13: Central Group Co Ltd: Key Employees
Table 14: King Power International Group: key facts
Table 15: King Power International Group: Key Employees
Table 16: Home Product Center Public Company Ltd: key facts
Table 17: Home Product Center Public Company Ltd: Annual Financial Ratios
Table 18: Home Product Center Public Company Ltd: Key Employees
Table 19: Home Product Center Public Company Ltd: Key Employees Continued
Table 20: Tesco PLC: key facts
Table 21: Tesco PLC: Annual Financial Ratios
Table 22: Tesco PLC: Key Employees
Table 23: Thailand size of population (million), 2014-18
Table 24: Thailand gdp (constant 2005 prices, \$ billion), 2014-18
Table 25: Thailand gdp (current prices, \$ billion), 2014-18
Table 26: Thailand inflation, 2014-18
Table 27: Thailand consumer price index (absolute), 2014-18
Table 28: Thailand exchange rate, 2014-18

List Of Figures

LIST OF FIGURES

Figure 1: Thailand online retail sector value: \$ million, 2014-18

Figure 2: Thailand online retail sector category segmentation: % share, by value, 2018

Figure 3: Thailand online retail sector geography segmentation: % share, by value, 2018

Figure 4: Thailand online retail sector distribution: % share, by value, 2018

Figure 5: Thailand online retail sector value forecast: \$ million, 2018-23

Figure 6: Forces driving competition in the online retail sector in Thailand, 2018

Figure 7: Drivers of buyer power in the online retail sector in Thailand, 2018

Figure 8: Drivers of supplier power in the online retail sector in Thailand, 2018

Figure 9: Factors influencing the likelihood of new entrants in the online retail sector in Thailand, 2018

Figure 10: Factors influencing the threat of substitutes in the online retail sector in Thailand, 2018

Figure 11: Drivers of degree of rivalry in the online retail sector in Thailand, 2018

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