

# Thailand Convenience Store Market Outlook

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## Abstracts

Thailand convenience store industry is witnessing growth as the country is turning into a hub for convenience stores in South East Asia. Thai convenience store industry has evolved quickly, with the changing lifestyle of consumers heading towards modernity and market players participating at large. Further drivers such as economic growth, rising disposable incomes, ease of payment and other seamless experience have led to significant growth in the industry.

Our latest report, "Thailand Convenience Store Market Outlook" observes that Thai population has embraced the modern retail which has enabled ample demand and promising possibilities for the retailers to boost their growth. The number of convenience store in Thailand is growing at a CAGR of 12% during 2014-2020. The expected growth is set to be driven by rapid expansion of retailers and growing demand of convenience stores due to increase in purchasing power of consumers. Also, the convenience store industry is noticing fast developments, and presents huge potential for industry players. Thus, the report delivers on the developments of organized retailing in the country, including convenience stores.

Our report therefore provides retail market forecasts till 2020 for Thailand. According to our research, the retail industry of Thailand is growing at a rapid pace, providing ample opportunities for convenience store players to expand their presence in the sector. A section on competitive landscape of the country containing lists of major players and their number of stores too has been provided to have a clear scenario of the convenience store industry in Thailand. Further, the share of convenience store sales in total retail sales for the year 2014 has been incorporated.

The report also covers an exhaustive study of the potential growth areas which helps in clearly identifying and highlighting the segments that offer the maximum opportunities for growth in the country. Taking that cue, the report also talks about the IT

infrastructure scenario in the convenience stores in Thailand.

Apart from this, the report highlights the current trends of the industry which is a key factor in analyzing the opportunities there. Also, it provides profiling of the major players including 7-Eleven, Tesco Express, Family Mart, CP Fresh Mart, Mini Big C and Lawson Inc., which will help new entrants to gain insights on their overall business and their recent activities. It has been found that though 7-Eleven is the most popular convenience store player, Tesco and Family Mart are giving tough competition to them in the Thailand market.

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