



Euromonitor
International

Direct Selling in Thailand

March 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Direct selling sees a modest return to growth in 2024 with food a key focus of demand
Amway and Mistine making movements in direct selling
Direct selling companies still see strong potential in offering health and wellness products

PROSPECTS AND OPPORTUNITIES

Direct selling could benefit from an expanded sales force but sales likely to remain under pressure
New product development and educational marketing could be employed to build brand loyalty
Content marketing and video streaming strategies likely to be key to the future success of direct selling

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Retail in Thailand - Industry Overview

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Retail in 2024: The big picture
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Soft power influencing and shaping the Thai retail landscape
Positive and promising outlook for Retail in Thailand over the forecast period

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- Opening hours for physical retail
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