



Euromonitor
International

Apparel and Footwear Specialists in Thailand

March 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Apparel and footwear specialists see healthy growth in 2024 but various positive and negative trends influence the market

Apparel and footwear specialists in a state of flux as consumer demands become increasingly polarised

Social media playing an increasingly important role in marketing apparel and footwear

PROSPECTS AND OPPORTUNITIES

Consumers expected to look for comfortable, unique and casual styles when shopping for apparel and footwear

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Positive and promising outlook for Retail in Thailand over the forecast period

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