



Euromonitor
International

Apparel and Footwear in Thailand

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- Fast-fashion trend boosts demand

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KEY DATA FINDINGS

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- Players invest in new product development in attempt to drive recovery
- Tourism recovery and health and wellness trend drive growth

PROSPECTS AND OPPORTUNITIES

- Hosiery to see modest growth, led by health and wellness trends
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Footwear in Thailand

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Emerging demand for localised footwear options

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Sustainability gains momentum in sportswear ?
Brands champion sports culture through community events and activities

PROSPECTS AND OPPORTUNITIES

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Players will continue with omnichannel strategies

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