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Sportswear in Thailand

December 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Sportswear enjoys strong performance, thanks to rising levels of health consciousness and more active lifestyles
- Sustainability gains momentum in sportswear ?
- Brands champion sports culture through community events and activities

PROSPECTS AND OPPORTUNITIES

- Sportswear will see positive performance, driven by emergence of international brands, health and wellness trend and rise of athleisure
- Sustainability and social responsibility initiatives will drive growth
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Apparel and Footwear in Thailand - Industry Overview

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DISCLAIMER

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