



Euromonitor
International

Hypermarkets in Thailand

March 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Hypermarkets sees strong growth despite increasing competition from smaller format stores
Despite the tough economic landscape, leading players continue to invest in expanding their store networks
Players focus on localisation and new store formats to expand their target audience

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Consumer preferences set to shift further towards online shopping

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Retail in Thailand - Industry Overview

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