



**Euromonitor
International**

Personal Luxury in Thailand

October 2024

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Designer apparel and footwear (ready-to-wear)
- Luxury eyewear
- Luxury jewellery
- Luxury leather goods
- Luxury wearables
- Luxury timepieces
- Luxury writing instruments and stationery
- Super premium beauty and personal care

PROSPECTS AND OPPORTUNITIES

- Significant developments in retail landscape expected to support sales of personal luxury in Thailand over forecast period
- E-commerce to become increasingly popular channel for personal luxury
- Brands' long-term strategies to include sustainability and ethical luxury

CATEGORY DATA

- Table 1 - Sales of Personal Luxury by Category: Value 2019-2024
- Table 2 - Sales of Personal Luxury by Category: % Value Growth 2019-2024
- Table 3 - NBO Company Shares of Personal Luxury: % Value 2019-2023
- Table 4 - LBN Brand Shares of Personal Luxury: % Value 2020-2023
- Table 5 - Distribution of Personal Luxury by Format: % Value 2019-2024
- Table 6 - Forecast Sales of Personal Luxury by Category: Value 2024-2029
- Table 7 - Forecast Sales of Personal Luxury by Category: % Value Growth 2024-2029

Luxury Goods in Thailand - Industry Overview

EXECUTIVE SUMMARY

- Luxury goods in 2024: The big picture
- 2024 key trends
- Competitive landscape
- Retailing developments
- What next for luxury goods?

MARKET DATA

- Table 8 - Sales of Luxury Goods by Category: Value 2019-2024
- Table 9 - Sales of Luxury Goods by Category: % Value Growth 2019-2024
- Table 10 - Inbound Receipts for Luxury Goods by Country of Origin: Value 2019-2024
- Table 11 - NBO Company Shares of Luxury Goods: % Value 2019-2023
- Table 12 - LBN Brand Shares of Luxury Goods: % Value 2020-2023
- Table 13 - Distribution of Luxury Goods by Format and Category: % Value 2024
- Table 14 - Forecast Sales of Luxury Goods by Category: Value 2024-2029
- Table 15 - Forecast Sales of Luxury Goods by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

- Summary 1 - Research Sources

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/personal-luxury-in-thailand/report.