



Supermarkets in Thailand

February 2024

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Supermarkets in Thailand - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Increase in current value sales for supermarkets in 2023

Fresh food as a key growth driver

Major supermarket chains rebrand to differentiate

PROSPECTS AND OPPORTUNITIES

Current value sales set to rise in supermarkets

Promotional offers and discounting will become more aggressive

Expansion to persist, with a focus on mini formats, along with greater investment in omnichannel offer

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Sustainable retail: modernising small local grocers

Digitalised retail: next-gen online-to-offline

What next for retail?

OPERATING ENVIRONMENT

Informal retail

Opening hours for physical retail

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Seasonality

11.11 or single day

Mid- and end-year sales

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