



Euromonitor  
International

# Small Local Grocers in Thailand

March 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Small local grocers continue to be threatened by the rise of modern retail and e-commerce  
Some family-owned small local grocers may no longer have succession plans to carry on the business  
Local/specific offerings tend to be among key factors for success in Small Local Grocers

PROSPECTS AND OPPORTUNITIES

Small local grocers would continue to be threatened  
Proximity shopping behaviour should help small local grocers to remain relevant  
Rural areas will remain important for small local grocers, but investment may be needed to compete in urban areas

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Soft power influencing and shaping the Thai retail landscape  
Positive and promising outlook for Retail in Thailand over the forecast period

OPERATING ENVIRONMENT

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- Opening hours for physical retail
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