



Home Products Specialists in Thailand

February 2024

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Home Products Specialists in Thailand - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Channel sees substantial expansion thanks to investment of major brands

Previous purchases slow sales growth

Consumers have become more comfortable buying home products online

PROSPECTS AND OPPORTUNITIES

Local and independent retail operators adapt to grow, while demographic trends and government investment will boost channel performance

Differentiation through new and improved services and membership schemes

E-commerce will keep on rising

CHANNEL DATA

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Retail in Thailand - Industry Overview

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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

Black Friday

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