



Euromonitor
International

Retail E-Commerce in Thailand

February 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Value sales slow though growth remains high for e-commerce in 2023

Online grocery shopping drives up value and volume

Landscape fragments further with more and more retailers shifting online, while JD central withdraws from competition

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Current value sales will continue to rise throughout the forecast period

Multinational players will continue to lead

Home products marketplace to see strong growth going forward

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Digitalised retail: next-gen online-to-offline

What next for retail?

OPERATING ENVIRONMENT

Informal retail

Opening hours for physical retail

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11.11 or single day

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