

# Footwear in Thailand

November 2023

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Footwear innovations focus on comfort and functionality while social responsibility also comes under the spotlight

Collaborations and capsule collections playing a key role in driving demand

Integrated marketing strategies employed to support sales of footwear

### PROSPECTS AND OPPORTUNITIES

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More innovative and advanced products could help to drive footwear sales

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