

# Womenswear in Thailand

November 2023

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#### 2023 DEVELOPMENTS

Functionality and sustainability are key areas of focus in 2023

Womenswear becoming increasingly fragmented with an increased presence of small and local brands

Players focusing on customer relations management and brand loyalty programmes

#### PROSPECTS AND OPPORTUNITIES

Womenswear will continue to expand with the extension of product lines and new brand developments

Rapid expansion of second-hand market could pose a threat to womenswear

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