

Personal Luxury in Thailand

October 2023

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Personal Luxury in Thailand - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Personal luxury sees increasing value sales in 2023 Designer apparel (ready-to-wear) dominates designer apparel and footwear (ready-to-wear) Luxury eyewear continues its recovery from the losses seen in 2020 Strong growth in retail value sales of luxury jewellery in 2023 Luxury leather goods sees positive value growth in 2023 Strong growth for luxury timepieces in 2023 Value sales of luxury writing instruments and stationery declining in 2023 Strong value growth for super-premium beauty and personal care in 2023 Kering SA holds the leading position in personal luxury in 2022

PROSPECTS AND OPPORTUNITIES

Value sales will continue growing in personal luxury over the forecast period Luxury jewellery to see the strongest growth over the forecast period Personalisation and sustainability to be key themes in super-premium beauty and personal care

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DISCLAIMER

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