



Euromonitor
International

Womenswear in Thailand

February 2026

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Womenswear growth attributed to brands adapting to inclusive and flexible clothing

Chart 1 - Key Trends 2025

INDUSTRY PERFORMANCE

Consumers prioritise value for money in womenswear with durability and representation being dominant

Sustainability and inclusivity drive product innovation in womenswear

Chart 2 - Womenswear Has Seen an Evolution of the Sustainability and Inclusivity Concept

Dynamic shifts in consumer preferences leads to growing local brand presence in niche markets

Tourism is an important factor in the womenswear market

Chart 3 - Tourism Supports Demand for Versatile, Climate-Appropriate and Comfortable design

WHAT'S NEXT?

Government initiatives and social media to drive future local and international growth

COMPETITIVE LANDSCAPE

Uniqlo and Shein lead with functional and digital strategies

CHANNELS

Physical stores lead with enhanced in-store experiential shopping

Retail e-commerce continuing to gain traction as brands invest in online innovation

COUNTRY REPORTS DISCLAIMER

Apparel and Footwear in Thailand - Industry Overview

EXECUTIVE SUMMARY

Polarisation, sustainability and growing e-commerce define Thailand's evolving apparel landscape

KEY DATA FINDINGS

Chart 4 - Key Trends 2025

INDUSTRY PERFORMANCE

Market polarisation and competition amongst brands fuel market growth

Diversifying consumer preferences polarises segmented premium, mass market and sustainability markets

Chart 5 - High End Brands take Advantage of Limited-Edition Collaboration as Polarisation Drives Growth

Challenger brands emphasise niche positioning, incumbents rely on grand collaborations

Chart 6 - Hoka Community Running Featuring Thai Trail Runners Competing at UTMB Mont-Blanc 2025

WHAT'S NEXT?

Consumers to drive demand for functional and sustainable apparel and footwear

Market polarisation expected to continue as innovation and sustainable grows in importance

COMPETITIVE LANDSCAPE

Uniqlo and Roadget lead apparel and footwear market through innovation and marketing

Emerging resale market poses risk to traditional retail as consumer behaviour shifts

Chart 7 - Ragtag Thailand Capitalises on Pre-Owned Designer Fashion

CHANNELS

Social commerce and experiential retail drives sales through live streaming and influencers

Chart 8 - Analyst Insight

ECONOMIC CONTEXT

Chart 9 - Real GDP Growth and Inflation 2020-2030

Chart 10 - PEST Analysis in Thailand 2025

CONSUMER CONTEXT

Chart 11 - Key Insights on Consumers in Thailand 2025

Chart 12 - Consumer Landscape in Thailand 2025

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/womenswear-in-thailand/report.