



Small Local Grocers in Thailand

May 2026

Table of Contents

Small Local Grocers in Thailand - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Convenience Store Expansion Erodes Traditional Neighbourhood Store Relevance

INDUSTRY PERFORMANCE

Convenience Store Expansion Erodes Traditional Neighbourhood Store Relevance

Critical Presence in Rural and Suburban Communities

Chart 1 - Value Sales 2020-2030

WHAT'S NEXT?

7-Eleven and Cj More Expansion to Drive Shift Away From Neighbourhood Stores in Urban Areas

Grabmart and Foodpanda Partnerships Help Small Local Grocers Maintain Relevance among Digital-First Shoppers

Chart 2 - Forecast Value Sales 2020-2030

ECONOMIC CONTEXT

Chart 3 - Economic Context for Small Local Grocers

Chart 4 - Real Gdp Growth 2020-2030

Chart 5 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 6 - Consumer Context for Small Local Grocers

Chart 7 - Population 2020-2030

Chart 8 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Retail in Thailand - Industry Overview](#)

EXECUTIVE SUMMARY

Slower Growth Reflects Weak Consumer Sentiment as Retail E-Commerce Gains Traction

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 9 - Key Industry Trends for Retail

INDUSTRY PERFORMANCE

Slower Growth Reflects Weak Consumer Sentiment as Retail E-Commerce Gains Traction

Retail Convenience Is Redefined by Rapid Fulfillment and Digital Touchpoints

Tiktok Shop and Temu Disrupt through Social Commerce and Price Competition

Chart 10 - Temu launches Digital Mall in Thailand

Chart 11 - Value Sales 2020-2030

WHAT'S NEXT?

Chinese Sellers Set New Price Standards as Discounters and Premium Outlets Widen the Gap

Retail Chains Leverage Micro-Fulfillment and Social Commerce to Outpace Traditional Formats

Chart 12 - Forecast Value Sales 2020-2030

Chart 13 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Chart 14 - Analyst Insight for Retail

Cp All Pcl?Leverages Its Broad Network and Digital Delivery to Hold Leadership

Temu and Central Park Transform Retail Experience and Consumer Expectations

Chart 15 - Central Park Bangkok debuts in 2025, setting new benchmark for immersive ecosystems

Chart 16 - Company Shares 2025

Chart 17 - Brand Shares 2025

OPERATING ENVIRONMENT

Informal Retail

Opening Hours for Physical Retail

Summary 1 - Standard Opening Hours by Channel Type 2025

Seasonality

Payday shopping

Mid-year and year-end sales

Back-to-School

Valentine's Day

Thai Mother's Day

Thai Father's Day

ECONOMIC CONTEXT

Chart 18 - Economic Context for Retail

Chart 19 - Real Gdp Growth 2020-2030

Chart 20 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 21 - Consumer Context for Retail

Chart 22 - Population 2020-2030

Chart 23 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

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/small-local-grocers-in-thailand/report.