

# Retail E-Commerce in Thailand

February 2024

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Value sales slow though growth remains high for e-commerce in 2023

Online grocery shopping drives up value and volume

Landscape fragments further with more and more retailers shifting online, while JD central withdraws from competition

### PROSPECTS AND OPPORTUNITIES

Current value sales will continue to rise throughout the forecast period

Multinational players will continue to lead

Home products marketplace to see strong growth going forward

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### EXECUTIVE SUMMARY

Retail in 2023: The big picture

Sustainable retail: modernising small local grocers

Digitalised retail: next-gen online-to-offline

What next for retail?

### OPERATING ENVIRONMENT

Informal retail

Opening hours for physical retail

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Seasonality

11.11 or single day

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Black Friday

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