

# Department Stores in Thailand

February 2022

Table of Contents

## Department Stores in Thailand - Category analysis

### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

Lockdowns, reduced opening hours and economic shock of pandemic hit department stores particularly hard

Department stores seek to assuage consumer concerns regarding COVID-19 contagion

Leader Central Retail Corp seek to compensate for pandemic disruption by driving e-commerce growth

#### PROSPECTS AND OPPORTUNITIES

Post-pandemic recovery will be sluggish, as many consumers continue to focus on necessities

Struggling to compete on price, department stores will continue to lose value share to specialists

With e-commerce here to stay, department stores will adopt a more omnichannel approach

#### CHANNEL DATA

Table 1 - Department Stores: Value Sales, Outlets and Selling Space 2016-2021

Table 2 - Department Stores: Value Sales, Outlets and Selling Space: % Growth 2016-2021

Table 3 - Department Stores GBO Company Shares: % Value 2017-2021

Table 4 - Department Stores GBN Brand Shares: % Value 2018-2021

Table 5 - Department Stores LBN Brand Shares: Outlets 2018-2021

Table 6 - Department Stores LBN Brand Shares: Selling Space 2018-2021

Table 7 - Department Stores Forecasts: Value Sales, Outlets and Selling Space 2021-2026

Table 8 - Department Stores Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026

## Retailing in Thailand - Industry Overview

### EXECUTIVE SUMMARY

Retailing in 2021: The big picture

Restrictions on movement drive surge in e-commerce

Tesco exits Thailand after almost a quarter of a century

What next for retailing?

### OPERATING ENVIRONMENT

Informal retailing

Opening hours

Summary 1 - Standard Opening Hours by Channel Type 2021

Physical retail landscape

Cash and carry

Seasonality

11.11 or single day

Mid- and end-year sales

Black Friday

Back to School

Payments

Delivery and collection

Emerging business models

### MARKET DATA

Table 9 - Sales in Retailing by Store-based vs Non-Store: Value 2016-2021

Table 10 - Sales in Retailing by Store-based vs Non-Store: % Value Growth 2016-2021

Table 11 - Sales in Store-based Retailing by Channel: Value 2016-2021

Table 12 - Sales in Store-based Retailing by Channel: % Value Growth 2016-2021

Table 13 - Store-based Retailing Outlets by Channel: Units 2016-2021

Table 14 - Store-based Retailing Outlets by Channel: % Unit Growth 2016-2021

Table 15 - Sales in Non-Store Retailing by Channel: Value 2016-2021

Table 16 - Sales in Non-Store Retailing by Channel: % Value Growth 2016-2021

Table 17 - Grocery Retailers: Value Sales, Outlets and Selling Space 2016-2021

Table 18 - Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2016-2021

Table 19 - Sales in Grocery Retailers by Channel: Value 2016-2021

Table 20 - Sales in Grocery Retailers by Channel: % Value Growth 2016-2021

Table 21 - Grocery Retailers Outlets by Channel: Units 2016-2021

Table 22 - Grocery Retailers Outlets by Channel: % Unit Growth 2016-2021

Table 23 - Non-Grocery Specialists: Value Sales, Outlets and Selling Space 2016-2021

Table 24 - Non-Grocery Specialists: Value Sales, Outlets and Selling Space: % Growth 2016-2021

Table 25 - Sales in Non-Grocery Specialists by Channel: Value 2016-2021

Table 26 - Sales in Non-Grocery Specialists by Channel: % Value Growth 2016-2021

Table 27 - Non-Grocery Specialists Outlets by Channel: Units 2016-2021

Table 28 - Non-Grocery Specialists Outlets by Channel: % Unit Growth 2016-2021

Table 29 - Mixed Retailers: Value Sales, Outlets and Selling Space 2016-2021

Table 30 - Mixed Retailers: Value Sales, Outlets and Selling Space: % Growth 2016-2021

Table 31 - Sales in Mixed Retailers by Channel: Value 2016-2021

Table 32 - Sales in Mixed Retailers by Channel: % Value Growth 2016-2021

Table 33 - Mixed Retailers Outlets by Channel: Units 2016-2021

Table 34 - Mixed Retailers Outlets by Channel: % Unit Growth 2016-2021

Table 35 - Retailing GBO Company Shares: % Value 2017-2021

Table 36 - Retailing GBN Brand Shares: % Value 2018-2021

Table 37 - Store-based Retailing GBO Company Shares: % Value 2017-2021

Table 38 - Store-based Retailing GBN Brand Shares: % Value 2018-2021

Table 39 - Store-based Retailing LBN Brand Shares: Outlets 2018-2021

Table 40 - Non-Store Retailing GBO Company Shares: % Value 2017-2021

Table 41 - Non-Store Retailing GBN Brand Shares: % Value 2018-2021

Table 42 - Grocery Retailers GBO Company Shares: % Value 2017-2021

Table 43 - Grocery Retailers GBN Brand Shares: % Value 2018-2021

Table 44 - Grocery Retailers LBN Brand Shares: Outlets 2018-2021

Table 45 - Grocery Retailers LBN Brand Shares: Selling Space 2018-2021

Table 46 - Non-Grocery Specialists GBO Company Shares: % Value 2017-2021

Table 47 - Non-Grocery Specialists GBN Brand Shares: % Value 2018-2021

Table 48 - Non-Grocery Specialists LBN Brand Shares: Outlets 2018-2021

Table 49 - Non-Grocery Specialists LBN Brand Shares: Selling Space 2018-2021

Table 50 - Mixed Retailers GBO Company Shares: % Value 2017-2021

Table 51 - Mixed Retailers GBN Brand Shares: % Value 2018-2021

Table 52 - Mixed Retailers LBN Brand Shares: Outlets 2018-2021

Table 53 - Mixed Retailers LBN Brand Shares: Selling Space 2018-2021

Table 54 - Forecast Sales in Retailing by Store-based vs Non-Store: Value 2021-2026

Table 55 - Forecast Sales in Retailing by Store-based vs Non-Store: % Value Growth 2021-2026

Table 56 - Forecast Sales in Store-based Retailing by Channel: Value 2021-2026

Table 57 - Forecast Sales in Store-based Retailing by Channel: % Value Growth 2021-2026

Table 58 - Forecast Store-based Retailing Outlets by Channel: Units 2021-2026

Table 59 - Forecast Store-Based Retailing Outlets by Channel: % Unit Growth 2021-2026

Table 60 - Forecast Sales in Non-Store Retailing by Channel: Value 2021-2026

Table 61 - Forecast Sales in Non-Store Retailing by Channel: % Value Growth 2021-2026

Table 62 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2021-2026

Table 63 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026

Table 64 - Forecast Sales in Grocery Retailers by Channel: Value 2021-2026

Table 65 - Forecast Sales in Grocery Retailers by Channel: % Value Growth 2021-2026

Table 66 - Forecast Grocery Retailers Outlets by Channel: Units 2021-2026

Table 67 - Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2021-2026

Table 68 - Non-Grocery Specialists Forecasts: Value Sales, Outlets and Selling Space 2021-2026

Table 69 - Non-Grocery Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026

Table 70 - Forecast Sales in Non-Grocery Specialists by Channel: Value 2021-2026

Table 71 - Forecast Sales in Non-Grocery Specialists by Channel: % Value Growth 2021-2026

Table 72 - Forecast Non-Grocery Specialists Outlets by Channel: Units 2021-2026

Table 73 - Forecast Non-Grocery Specialists Outlets by Channel: % Unit Growth 2021-2026

Table 74 - Mixed Retailers Forecasts: Value Sales, Outlets and Selling Space 2021-2026

Table 75 - Mixed Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026

Table 76 - Forecast Sales in Mixed Retailers by Channel: Value 2021-2026

Table 77 - Forecast Sales in Mixed Retailers by Channel: % Value Growth 2021-2026

Table 78 - Forecast Mixed Retailers Outlets by Channel: Units 2021-2026

Table 79 - Forecast Mixed Retailers Outlets by Channel: % Unit Growth 2021-2026

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## SOURCES

Summary 2 - Research Sources

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