

Direct Selling in Thailand

March 2023

Table of Contents

Direct Selling in Thailand - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Direct selling recovers as consumer mobility increases
Intense competition with new entrants and stronger investment from existing players
Health and wellness products continue to drive sales

PROSPECTS AND OPPORTUNITIES

Investments in marketing and advertising and sales forces to push direct selling's recovery despite ongoing cannibalisation
Omnichannel strategy is expected to be adopted by more players
Food supplements and weight management drive sales and strategies

CHANNEL DATA

Table 1 - Direct Selling by Product: Value 2017-2022
Table 2 - Direct Selling by Product: % Value Growth 2017-2022
Table 3 - Direct Selling GBO Company Shares: % Value 2018-2022
Table 4 - Direct Selling GBN Brand Shares: % Value 2019-2022
Table 5 - Direct Selling Forecasts by Product: Value 2022-2027
Table 6 - Direct Selling Forecasts by Product: % Value Growth 2022-2027

Retail in Thailand - Industry Overview

EXECUTIVE SUMMARY

Retail in 2022: The big picture
Retail e-commerce is still growing despite no further lockdowns
Retailers freeze prices or offer further discounts to help consumers
What next for retail?

OPERATING ENVIRONMENT

Informal retail
Opening hours for physical retail
Summary 1 - Standard Opening Hours by Channel Type 2022
Seasonality
11.11 or single day
Mid- and end-year sales
Black Friday
Back to School

MARKET DATA

Table 7 - Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2017-2022
Table 8 - Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2017-2022
Table 9 - Sales in Retail Offline by Channel: Value 2017-2022
Table 10 - Sales in Retail Offline by Channel: % Value Growth 2017-2022
Table 11 - Retail Offline Outlets by Channel: Units 2017-2022
Table 12 - Retail Offline Outlets by Channel: % Unit Growth 2017-2022
Table 13 - Sales in Retail E-Commerce by Product: Value 2017-2022
Table 14 - Sales in Retail E-Commerce by Product: % Value Growth 2017-2022
Table 15 - Grocery Retailers: Value Sales, Outlets and Selling Space 2017-2022
Table 16 - Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2017-2022
Table 17 - Sales in Grocery Retailers by Channel: Value 2017-2022
Table 18 - Sales in Grocery Retailers by Channel: % Value Growth 2017-2022
Table 19 - Grocery Retailers Outlets by Channel: Units 2017-2022

Table 20 - Grocery Retailers Outlets by Channel: % Unit Growth 2017-2022
Table 21 - Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2017-2022
Table 22 - Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2017-2022
Table 23 - Sales in Non-Grocery Retailers by Channel: Value 2017-2022
Table 24 - Sales in Non-Grocery Retailers by Channel: % Value Growth 2017-2022
Table 25 - Non-Grocery Retailers Outlets by Channel: Units 2017-2022
Table 26 - Non-Grocery Retailers Outlets by Channel: % Unit Growth 2017-2022
Table 27 - Retail GBO Company Shares: % Value 2018-2022
Table 28 - Retail GBN Brand Shares: % Value 2019-2022
Table 29 - Retail Offline GBO Company Shares: % Value 2018-2022
Table 30 - Retail Offline GBN Brand Shares: % Value 2019-2022
Table 31 - Retail Offline LBN Brand Shares: Outlets 2019-2022
Table 32 - Retail E-Commerce GBO Company Shares: % Value 2018-2022
Table 33 - Retail E-Commerce GBN Brand Shares: % Value 2019-2022
Table 34 - Grocery Retailers GBO Company Shares: % Value 2018-2022
Table 35 - Grocery Retailers GBN Brand Shares: % Value 2019-2022
Table 36 - Grocery Retailers LBN Brand Shares: Outlets 2019-2022
Table 37 - Non-Grocery Retailers GBO Company Shares: % Value 2018-2022
Table 38 - Non-Grocery Retailers GBN Brand Shares: % Value 2019-2022
Table 39 - Non-Grocery Retailers LBN Brand Shares: Outlets 2019-2022
Table 40 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2022-2027
Table 41 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2022-2027
Table 42 - Forecast Sales in Retail Offline by Channel: Value 2022-2027
Table 43 - Forecast Sales in Retail Offline by Channel: % Value Growth 2022-2027
Table 44 - Forecast Retail Offline Outlets by Channel: Units 2022-2027
Table 45 - Forecast Retail Offline Outlets by Channel: % Unit Growth 2022-2027
Table 46 - Forecast Sales in Retail E-Commerce by Product: Value 2022-2027
Table 47 - Forecast Sales in Retail E-Commerce by Product: % Value Growth 2022-2027
Table 48 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2022-2027
Table 49 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2022-2027
Table 50 - Forecast Sales in Grocery Retailers by Channel: Value 2022-2027
Table 51 - Forecast Sales in Grocery Retailers by Channel: % Value Growth 2022-2027
Table 52 - Forecast Grocery Retailers Outlets by Channel: Units 2022-2027
Table 53 - Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2022-2027
Table 54 - Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2022-2027
Table 55 - Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2022-2027
Table 56 - Forecast Sales in Non-Grocery Retailers by Channel: Value 2022-2027
Table 57 - Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2022-2027
Table 58 - Forecast Non-Grocery Retailers Outlets by Channel: Units 2022-2027
Table 59 - Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2022-2027

DISCLAIMER

SOURCES

Summary 2 - Research Sources

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