

Food and Drink E-Commerce in Thailand

February 2022

Table of Contents

Food and Drink E-Commerce in Thailand - Category analysis

KEY DATA FINDINGS

2021 DEVELOPMENTS

Pandemic normalises online purchases of food and drink for more consumers

Delivery of online food and drink orders is getting faster

More retailers and manufacturers work with third party marketplaces

PROSPECTS AND OPPORTUNITIES

Convenience, competitive pricing and wide product offer will be key growth drivers

Hybrid working arrangements will boost online grocery shopping

Third-party marketplaces will remain key to growth

CHANNEL DATA

Table 1 - Food and Drink E-Commerce: Value 2016-2021

Table 2 - Food and Drink E-Commerce: % Value Growth 2016-2021

Table 3 - Food and Drink E-Commerce Forecasts: Value 2021-2026

Table 4 - Food and Drink E-Commerce Forecasts: % Value 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 5 - Sales in Retailing by Store-based vs Non-Store: Value 2016-2021

Table 6 - Sales in Retailing by Store-based vs Non-Store: % Value Growth 2016-2021

Table 7 - Sales in Store-based Retailing by Channel: Value 2016-2021

Table 8 - Sales in Store-based Retailing by Channel: % Value Growth 2016-2021

Table 9 - Store-based Retailing Outlets by Channel: Units 2016-2021

Table 10 - Store-based Retailing Outlets by Channel: % Unit Growth 2016-2021

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

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

Table 13 - Grocery Retailers: Value Sales, Outlets and Selling Space 2016-2021

Table 14 - Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2016-2021

Table 15 - Sales in Grocery Retailers by Channel: Value 2016-2021
Table 16 - Sales in Grocery Retailers by Channel: % Value Growth 2016-2021
Table 17 - Grocery Retailers Outlets by Channel: Units 2016-2021
Table 18 - Grocery Retailers Outlets by Channel: % Unit Growth 2016-2021
Table 19 - Non-Grocery Specialists: Value Sales, Outlets and Selling Space 2016-2021
Table 20 - Non-Grocery Specialists: Value Sales, Outlets and Selling Space: % Growth 2016-2021
Table 21 - Sales in Non-Grocery Specialists by Channel: Value 2016-2021
Table 22 - Sales in Non-Grocery Specialists by Channel: % Value Growth 2016-2021
Table 23 - Non-Grocery Specialists Outlets by Channel: Units 2016-2021
Table 24 - Non-Grocery Specialists Outlets by Channel: % Unit Growth 2016-2021
Table 25 - Mixed Retailers: Value Sales, Outlets and Selling Space 2016-2021
Table 26 - Mixed Retailers: Value Sales, Outlets and Selling Space: % Growth 2016-2021
Table 27 - Sales in Mixed Retailers by Channel: Value 2016-2021
Table 28 - Sales in Mixed Retailers by Channel: % Value Growth 2016-2021
Table 29 - Mixed Retailers Outlets by Channel: Units 2016-2021
Table 30 - Mixed Retailers Outlets by Channel: % Unit Growth 2016-2021
Table 31 - Retailing GBO Company Shares: % Value 2017-2021
Table 32 - Retailing GBN Brand Shares: % Value 2018-2021
Table 33 - Store-based Retailing GBO Company Shares: % Value 2017-2021
Table 34 - Store-based Retailing GBN Brand Shares: % Value 2018-2021
Table 35 - Store-based Retailing LBN Brand Shares: Outlets 2018-2021
Table 36 - Non-Store Retailing GBO Company Shares: % Value 2017-2021
Table 37 - Non-Store Retailing GBN Brand Shares: % Value 2018-2021
Table 38 - Grocery Retailers GBO Company Shares: % Value 2017-2021
Table 39 - Grocery Retailers GBN Brand Shares: % Value 2018-2021
Table 40 - Grocery Retailers LBN Brand Shares: Outlets 2018-2021
Table 41 - Grocery Retailers LBN Brand Shares: Selling Space 2018-2021
Table 42 - Non-Grocery Specialists GBO Company Shares: % Value 2017-2021
Table 43 - Non-Grocery Specialists GBN Brand Shares: % Value 2018-2021
Table 44 - Non-Grocery Specialists LBN Brand Shares: Outlets 2018-2021
Table 45 - Non-Grocery Specialists LBN Brand Shares: Selling Space 2018-2021
Table 46 - Mixed Retailers GBO Company Shares: % Value 2017-2021
Table 47 - Mixed Retailers GBN Brand Shares: % Value 2018-2021
Table 48 - Mixed Retailers LBN Brand Shares: Outlets 2018-2021
Table 49 - Mixed Retailers LBN Brand Shares: Selling Space 2018-2021
Table 50 - Forecast Sales in Retailing by Store-based vs Non-Store: Value 2021-2026
Table 51 - Forecast Sales in Retailing by Store-based vs Non-Store: % Value Growth 2021-2026
Table 52 - Forecast Sales in Store-based Retailing by Channel: Value 2021-2026
Table 53 - Forecast Sales in Store-based Retailing by Channel: % Value Growth 2021-2026
Table 54 - Forecast Store-based Retailing Outlets by Channel: Units 2021-2026
Table 55 - Forecast Store-Based Retailing Outlets by Channel: % Unit Growth 2021-2026
Table 56 - Forecast Sales in Non-Store Retailing by Channel: Value 2021-2026
Table 57 - Forecast Sales in Non-Store Retailing by Channel: % Value Growth 2021-2026
Table 58 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2021-2026
Table 59 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026
Table 60 - Forecast Sales in Grocery Retailers by Channel: Value 2021-2026
Table 61 - Forecast Sales in Grocery Retailers by Channel: % Value Growth 2021-2026
Table 62 - Forecast Grocery Retailers Outlets by Channel: Units 2021-2026
Table 63 - Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2021-2026
Table 64 - Non-Grocery Specialists Forecasts: Value Sales, Outlets and Selling Space 2021-2026
Table 65 - Non-Grocery Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026
Table 66 - Forecast Sales in Non-Grocery Specialists by Channel: Value 2021-2026

Table 67 - Forecast Sales in Non-Grocery Specialists by Channel: % Value Growth 2021-2026

Table 68 - Forecast Non-Grocery Specialists Outlets by Channel: Units 2021-2026

Table 69 - Forecast Non-Grocery Specialists Outlets by Channel: % Unit Growth 2021-2026

Table 70 - Mixed Retailers Forecasts: Value Sales, Outlets and Selling Space 2021-2026

Table 71 - Mixed Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026

Table 72 - Forecast Sales in Mixed Retailers by Channel: Value 2021-2026

Table 73 - Forecast Sales in Mixed Retailers by Channel: % Value Growth 2021-2026

Table 74 - Forecast Mixed Retailers Outlets by Channel: Units 2021-2026

Table 75 - Forecast Mixed Retailers Outlets by Channel: % Unit Growth 2021-2026

DISCLAIMER

SOURCES

Summary 2 - 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/food-and-drink-e-commerce-in-thailand/report.