

# Mobile E-Commerce (Goods) in Thailand

February 2022

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## Mobile E-Commerce (Goods) in Thailand - Category analysis

### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

Mobile e-commerce now accounts for more than half of e-commerce (goods) retail value sales

The proliferation of shopping apps and digital wallets encourages more Thais to use their smartphones to shop online

Digital wallets facilitate online shopping among the unbanked

#### PROSPECTS AND OPPORTUNITIES

Increased smartphone penetration will underpin rapid growth

Less time spent at home will make consumers more likely to use their smartphone for online shopping

Social media apps will remain an important driver of mobile e-commerce growth

#### CHANNEL DATA

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Restrictions on movement drive surge in e-commerce

Tesco exits Thailand after almost a quarter of a century

What next for retailing?

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Informal retailing

Opening hours

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Physical retail landscape

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Mid- and end-year sales

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