



Euromonitor
International

Apparel and Footwear Specialists in Thailand

May 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Apparel and Footwear Specialists Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Apparel and Footwear Specialists

INDUSTRY PERFORMANCE

Slower Value Growth Reflects Challenges as Players Show Resilience

Chart 2 - Bata leverages an e-commerce strategy

Bata Leverages E-Commerce to Reach Digital-First Shoppers

Jaspal Converts Social Engagement into Sales with Creator Partnerships

Chart 3 - Value Sales 2020-2030

WHAT'S NEXT?

Local Retailers Capture Demand by Focusing on Affordability and Convenience

Non-Specialists and E-Commerce Disrupt Traditional Retail, Driving Need for Differentiation

Hybrid Retail Models and Convenience-Led Shopping Reshape Consumer Expectations

Chart 4 - Forecast Value Sales 2020-2030

COMPETITIVE LANDSCAPE

Uniqlo Consolidates Its Lead as Rivals Face Pressure

Chart 5 - Analyst Insight for Apparel and Footwear Specialists

Mothercare Faces Pressure From the Digital Retail Shift

Chart 6 - Company Shares 2025

Chart 7 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 8 - Economic Context for Apparel and Footwear Specialists

Chart 9 - Real Gdp Growth 2020-2030

Chart 10 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 11 - Consumer Context for Apparel and Footwear Specialists

Chart 12 - Population 2020-2030

Chart 13 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Retail in Thailand - Industry Overview](#)

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 14 - Key Industry Trends for Retail

INDUSTRY PERFORMANCE

Slower Growth Reflects Weak Consumer Sentiment as Retail E-Commerce Gains Traction

Retail Convenience Is Redefined by Rapid Fulfillment and Digital Touchpoints

Tiktok Shop and Temu Disrupt through Social Commerce and Price Competition

Chart 15 - Temu launches Digital Mall in Thailand

Chart 16 - Value Sales 2020-2030

WHAT'S NEXT?

Chinese Sellers Set New Price Standards as Discounters and Premium Outlets Widen the Gap

Retail Chains Leverage Micro-Fulfilment and Social Commerce to Outpace Traditional Formats

Chart 17 - Forecast Value Sales 2020-2030

Chart 18 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Chart 19 - Analyst Insight for Retail

Cp All Pcl?Leverages Its Broad Network and Digital Delivery to Hold Leadership

Temu and Central Park Transform Retail Experience and Consumer Expectations

Chart 20 - Central Park Bangkok debuts in 2025, setting new benchmark for immersive ecosystems

Chart 21 - Company Shares 2025

Chart 22 - Brand Shares 2025

OPERATING ENVIRONMENT

Informal Retail

Opening Hours for Physical Retail

Summary 1 - Standard Opening Hours by Channel Type 2025

Seasonality

Payday shopping

Mid-year and year-end sales

Back-to-School

Valentine's Day

Thai Mother's Day

Thai Father's Day

ECONOMIC CONTEXT

Chart 23 - Economic Context for Retail

Chart 24 - Real Gdp Growth 2020-2030

Chart 25 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 26 - Consumer Context for Retail

Chart 27 - Population 2020-2030

Chart 28 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

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/apparel-and-footwear-specialists-in-thailand/report.