



**Euromonitor
International**

Retail E-Commerce in Thailand

May 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Retail E-Commerce Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Retail E-Commerce

INDUSTRY PERFORMANCE

Marketplace E-Commerce Drives Growth as Creators Reshape Online Shopping

Makro Accelerates Omnichannel Fulfilment to Capture Sme Loyalty

Chart 2 - Makro expands omnichannel fulfilment with branch-level delivery

Tiktok Shop Empowers Creators to Drive Instant Purchases and Brand Growth

Chart 3 - Value Sales 2020-2030

Chart 4 - Value Sales by Category 2025

WHAT'S NEXT?

Influencers Drive Affiliate Commerce as Brands Shift to Social Platforms

Brand-Owned Apps and Logistics Innovation Reshape Consumer Expectations

Specialised Platforms and Creator-Led Selling Reshape Competitive Dynamics

Chart 5 - Forecast Value Sales 2020-2030

Chart 6 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Shopee Marketplace Leverages Price and Logistics to Hold the Leading Position

Chart 7 - Analyst Insight for Retail E-Commerce

Temu Marketplace Makes Its Mark on Thailand's E-Commerce Landscape

Grocery Retail E-Commerce Players Capture Incremental Share

Chart 8 - Company Shares 2025

Chart 9 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 10 - Economic Context for Retail E-Commerce

Chart 11 - Real Gdp Growth 2020-2030

Chart 12 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 13 - Consumer Context for Retail E-Commerce

Chart 14 - Population 2020-2030

Chart 15 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Retail in Thailand - Industry Overview](#)

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 16 - 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 17 - Temu launches Digital Mall in Thailand

Chart 18 - 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-Fulfillment and Social Commerce to Outpace Traditional Formats

Chart 19 - Forecast Value Sales 2020-2030

Chart 20 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Chart 21 - 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 22 - Central Park Bangkok debuts in 2025, setting new benchmark for immersive ecosystems

Chart 23 - Company Shares 2025

Chart 24 - 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 25 - Economic Context for Retail

Chart 26 - Real Gdp Growth 2020-2030

Chart 27 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 28 - Consumer Context for Retail

Chart 29 - Population 2020-2030

Chart 30 - 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/retail-e-commerce-in-thailand/report.