



# Hosiery in Thailand

November 2023

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## Hosiery in Thailand - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Players focus on new product development as casual fashion styles continue to hinder the post-pandemic recovery of sheer hosiery

Sustainability trend is also witnessed in hosiery

Character-themed products continue to prove popular for school hosiery

#### PROSPECTS AND OPPORTUNITIES

A focus on health and fitness, athleisure and street styles should all benefit hosiery sales

Category is expected to grow with innovations targeting underserved consumers

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