

Childrenswear in Thailand

November 2023

Table of Contents

Childrenswear in Thailand - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Parents and guardians remain the key decision makers for childrenswear, valuing both fashion and product quality

School re-openings support an ongoing recovery in sales of childrenswear

Unbranded products gain ground as consumers facing mounting financial pressures

PROSPECTS AND OPPORTUNITIES

Entry of more local and imported brands expected in childrenswear

Childrenswear sales via e-commerce will expand

Thailand's declining birth rate and expanding second-hand market could put pressure on sales

CATEGORY DATA

Table 1 - Sales of Childrenswear by Category: Volume 2018-2023

Table 2 - Sales of Childrenswear by Category: Value 2018-2023

Table 3 - Sales of Childrenswear by Category: % Volume Growth 2018-2023

Table 4 - Sales of Childrenswear by Category: % Value Growth 2018-2023

Table 5 - NBO Company Shares of Childrenswear: % Value 2019-2023

Table 6 - LBN Brand Shares of Childrenswear: % Value 2020-2023

Table 7 - Forecast Sales of Childrenswear by Category: Volume 2023-2028

Table 8 - Forecast Sales of Childrenswear by Category: Value 2023-2028

Table 9 - Forecast Sales of Childrenswear by Category: % Volume Growth 2023-2028

Table 10 - Forecast Sales of Childrenswear by Category: % Value Growth 2023-2028

Apparel and Footwear in Thailand - Industry Overview

EXECUTIVE SUMMARY

Apparel and footwear in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for apparel and footwear?

MARKET DATA

Table 11 - Sales of Apparel and Footwear by Category: Volume 2018-2023

Table 12 - Sales of Apparel and Footwear by Category: Value 2018-2023

Table 13 - Sales of Apparel and Footwear by Category: % Volume Growth 2018-2023

Table 14 - Sales of Apparel and Footwear by Category: % Value Growth 2018-2023

Table 15 - NBO Company Shares of Apparel and Footwear: % Value 2019-2023

Table 16 - LBN Brand Shares of Apparel and Footwear: % Value 2020-2023

Table 17 - Distribution of Apparel and Footwear by Format: % Value 2018-2023

Table 18 - Distribution of Apparel and Footwear by Format and Category: % Value 2023

Table 19 - Forecast Sales of Apparel and Footwear by Category: Volume 2023-2028

Table 20 - Forecast Sales of Apparel and Footwear by Category: Value 2023-2028

Table 21 - Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2023-2028

Table 22 - Forecast Sales of Apparel and Footwear by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 - Research Sources

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