



Convenience Retailers in Thailand

February 2024

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Convenience Retailers in Thailand - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Convenience stores continues to expand, as the channel with the highest outlet growth in 2023

Operators innovate store formats to reach out to targeted consumers

E-commerce boosts product offering in convenience channel

PROSPECTS AND OPPORTUNITIES

Family Mart exits and rebrands as Tops Daily as food and alcohol offers boost channel sales

Delivery and foodservice offers to see further development

Continued growth predicted for current value sales and outlet numbers as players lure customers away from hypermarkets

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Digitalised retail: next-gen online-to-offline

What next for retail?

OPERATING ENVIRONMENT

Informal retail

Opening hours for physical retail

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Seasonality

11.11 or single day

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