

Small Local Grocers in Thailand

February 2024

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Small Local Grocers in Thailand - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Sales in small local grocers benefit from trend of shopping close to home

Higher prices hamper faster growth

Traditional grocery retailing remains highly fragmented

PROSPECTS AND OPPORTUNITIES

Small local grocers to focus on adapting to changing consumer needs

Modern retail operators are building their own local grocery formats across the country, with the need to differentiate becoming more urgent

Competition will intensify both within the channel and from modern grocery retail

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Retail in 2023: The big picture

Sustainable retail: modernising small local grocers

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

Mid- and end-year sales

Black Friday

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