



Retail E-Commerce in Thailand

February 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Value sales slow though growth remains high for e-commerce in 2023

Online grocery shopping drives up value and volume

Landscape fragments further with more and more retailers shifting online, while JD central withdraws from competition

PROSPECTS AND OPPORTUNITIES

Current value sales will continue to rise throughout the forecast period

Multinational players will continue to lead

Home products marketplace to see strong growth going forward

CHANNEL DATA

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EXECUTIVE SUMMARY

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

Back-to-School

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