



# GLOBAL CONSUMER INSIGHTS

## GLOBAL LIFESTYLE MONITOR: THAILAND

### APPAREL SPENDING

Consumers in Thailand spent \$10.2 billion on clothing in 2018, marking a third year of growth since experiencing a downturn in 2008. This steady progress is expected to continue for an 81% growth in the apparel market by 2030. Pair optimized digital platforms with price-conscious casual clothing to reach this robust consumer market.



### KEY TRENDS



**How They Shop:** Inspire an increasingly connected consumer base with engaging mobile platforms and window displays for the impulse shopper.

**What They Shop:** Offer cotton-rich clothing made for comfort in casual designs to meet the needs of active Thai consumers.

**Spotlight on the Street Markets and Online Shopping:** Tap into a ready consumer base for online and mobile shopping by offering the price, selection, and ease of shopping consumers seek.

### FINANCIAL OUTLOOK

**OPTIMISTIC**

Thailand 43% Global 56%

**PESSIMISTIC**

Thailand 4% Global 11%

\* "Neither Optimistic/Pessimistic" not shown



# GLOBAL LIFESTYLE MONITOR: THAILAND

## HOW THEY SHOP

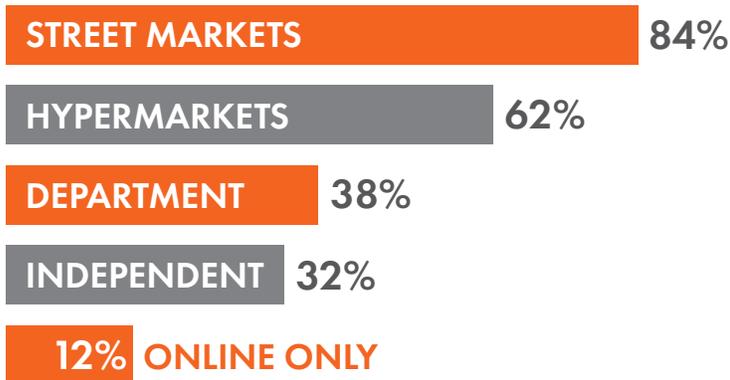
Thai consumers enjoy shopping for clothing (69%) both online and in-store. Though just 41% of the population uses the internet regularly (at least once per week)<sup>1</sup>, 59% of consumers have shopped for clothing online. Digital purchases are expected to grow to 37% of all consumer spending by 2022, with particularly strong growth in mobile shopping. While many browse online, Thai consumers are more likely to frequent street markets and small, independent stores.

## SHOPPING JOURNEY

Consumers who prefer shopping in-store vs. online

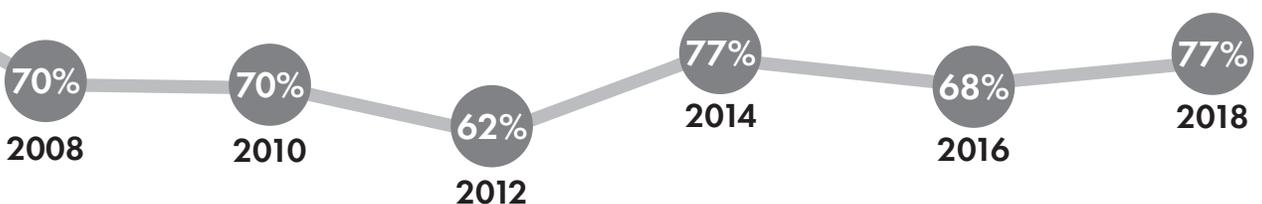


## RETAIL STORES SHOPPED FOR CLOTHING



## APPAREL SHOPPING HABITS

Buying Clothes on Impulse



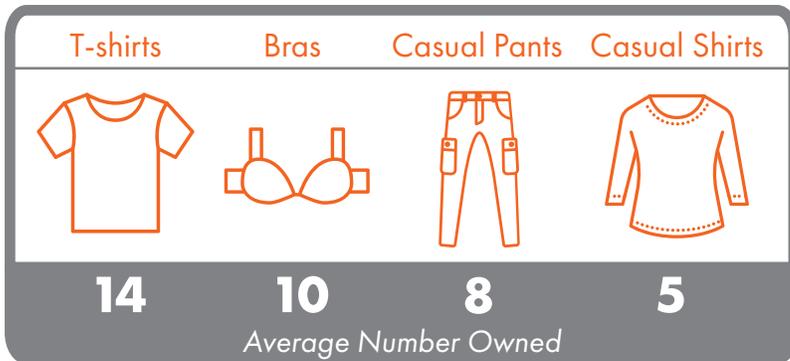
## SOURCES FOR CLOTHING IDEAS



## WHAT THEY SHOP

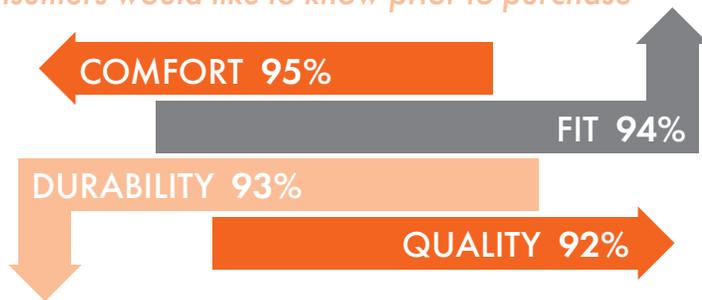
Thai consumers prefer casual clothing that provides comfort, fit, durability, and quality. They own an average of 14 T-shirts and 8 casual slacks compared to fewer dress shirts (5), dress pants (2), or skirts (4). Emphasizing comfort, nine in ten consumers (89%) say their most-worn clothing is made of cotton and a similar proportion (86%) say cotton-rich fabrics are best suited for today's fashions. Meet Thai consumers' needs with high quality, comfortable casual wear that moves with them throughout their days.

### TOP ITEMS OWNED



### PRIMARY PURCHASE DRIVERS

Consumers would like to know prior to purchase



### COTTON AS PREFERRED FIBER

 **BABYWEAR 86%**

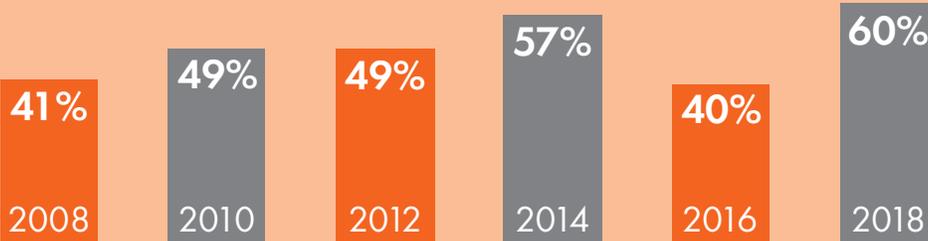
 **PANTS & JEANS 82%**

 **SHIRTS 79%**

 **HOME TEXTILES 79%**

 **INTIMATES 72%**

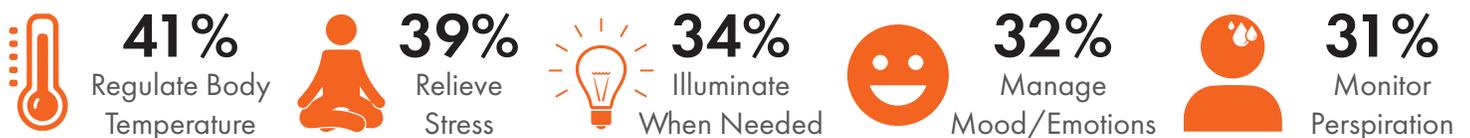
### PAY MORE FOR BETTER QUALITY



**89%**  
prefer cotton or cotton blends for their most-worn clothing

### PERFORMANCE APPAREL

Likely to Purchase



# SPOTLIGHT

## STREET MARKETS & ONLINE SHOPPING



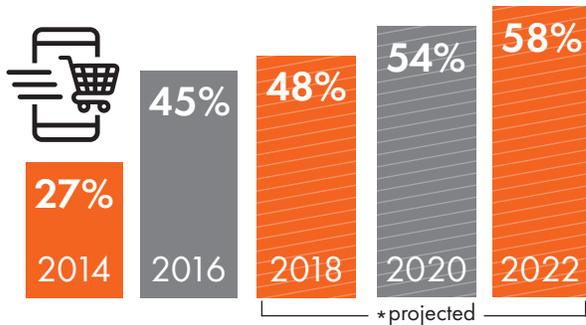
### PERCENTAGE EVER SHOPPED ONLINE



Street markets are a staple of the Thai economy and culture and a popular destination for shopping, as 84% of consumers use them to shop for clothes and nearly two in three (62%) buy most of their clothes at these venues. At the same time, online shopping is rapidly growing in Thailand, particularly on mobile devices. The features sought by street market shoppers - price, selection, and convenience - are the same that draw global consumers to online marketplaces. Build on this growing digital market by reaching out to a ready consumer base looking for affordable clothing in a wide variety with an easy retail process.

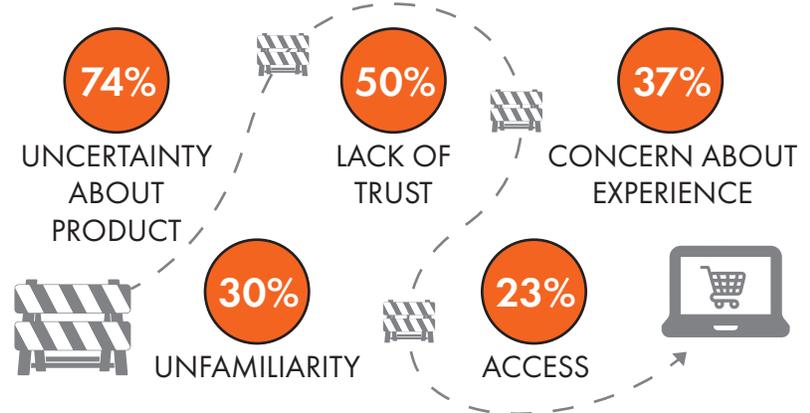
### GROWTH OF MOBILE SHOPPING<sup>1</sup>

Percentage of Online Purchases Completed on Mobile Device



### BARRIERS TO ONLINE SHOPPING

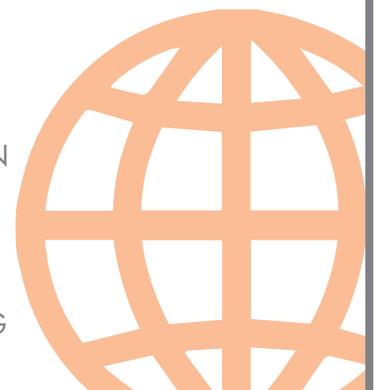
Street Market Shoppers



### LIKE MOST ABOUT STREET MARKETS



### LIKE MOST ABOUT ONLINE ONLY STORES (Global)



Source: Cotton Council International and Cotton Incorporated's Global Lifestyle Monitor Survey, a biennial consumer research study. In the 2018 survey approximately 10,000 consumers (i.e. 1,000 consumers in 10 countries) were surveyed. External Source: <sup>1</sup>Euromonitor International