



Euromonitor
International

Footwear in Thailand

February 2026

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Specialised and developing consumer preferences assist footwear in 2025

Chart 1 - Key Trends 2025

INDUSTRY PERFORMANCE

Innovation, sustainability and accessibility drive sales growth

Technology and innovation go beyond product design, incorporating AI

Chart 2 - Innovation is Transforming Footwear Market with Design, Materials, and Retailing

While incumbent brands leverage established market, competitors capitalise on expanding niche trends

Chart 3 - Running Shoes Drive Value Sales Growth Through Innovation and Digital Channel

Resale e-commerce influencing consumer behaviour and growing alongside new sales

WHAT'S NEXT?

Niche specialisation and children's footwear to fuel growth

Increasing demand for sustainable and specialised products to assist product innovation

Chart 4 - Analyst Insight

COMPETITIVE LANDSCAPE

Leading brands maintain dominance through innovation and localisation

CHANNELS

Store-based channels lead sales as online e-commerce grows with changing consumer habits

PRODUCTS

Supersports gaining market shares through innovative 3D scanning

Swiss On Year of the Horse aims to appeal to larger market

Chart 5 - Swiss Company, On, Appeals to Asian Markets Through Limited Edition Collection

COUNTRY REPORTS DISCLAIMER

Apparel and Footwear in Thailand - Industry Overview

EXECUTIVE SUMMARY

Polarisation, sustainability and growing e-commerce define Thailand's evolving apparel landscape

KEY DATA FINDINGS

Chart 6 - Key Trends 2025

INDUSTRY PERFORMANCE

Market polarisation and competition amongst brands fuel market growth

Diversifying consumer preferences polarises segmented premium, mass market and sustainability markets

Chart 7 - High End Brands take Advantage of Limited-Edition Collaboration as Polarisation Drives Growth

Challenger brands emphasise niche positioning, incumbents rely on grand collaborations

Chart 8 - Hoka Community Running Featuring Thai Trail Runners Competing at UTMB Mont-Blanc 2025

WHAT'S NEXT?

Consumers to drive demand for functional and sustainable apparel and footwear

Market polarisation expected to continue as innovation and sustainable grows in importance

COMPETITIVE LANDSCAPE

Uniqlo and Roadget lead apparel and footwear market through innovation and marketing

Emerging resale market poses risk to traditional retail as consumer behaviour shifts

Chart 9 - Ragtag Thailand Capitalises on Pre-Owned Designer Fashion

CHANNELS

Social commerce and experiential retail drives sales through live streaming and influencers

Chart 10 - Analyst Insight

ECONOMIC CONTEXT

Chart 11 - Real GDP Growth and Inflation 2020-2030

Chart 12 - PEST Analysis in Thailand 2025

CONSUMER CONTEXT

Chart 13 - Key Insights on Consumers in Thailand 2025

Chart 14 - Consumer Landscape in Thailand 2025

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/footwear-in-thailand/report.