



Apparel Accessories in Thailand

February 2026

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2025 DEVELOPMENTS

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Sustainability and affordability shape consumer demand for upcycled and eco-friendly accessories

Fashion trends like streetwear and athleisure boost demand for versatile options

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Digital innovation and a strong online presence to assist brand awareness and sales

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Digital marketing and trendy affordable products drive Roadget's market leadership

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Store-based channels lead market with growing omnichannel presence in 2025

TikTok and Instagram play crucial role in e-commerce and product promotion strategies

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[Apparel and Footwear in Thailand - Industry Overview](#)

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

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WHAT'S NEXT?

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