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# Sportswear in Thailand

December 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Sportswear enjoys strong performance, thanks to rising levels of health consciousness and more active lifestyles  
Sustainability gains momentum in sportswear ?  
Brands champion sports culture through community events and activities

PROSPECTS AND OPPORTUNITIES

Sportswear will see positive performance, driven by emergence of international brands, health and wellness trend and rise of athleisure  
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Apparel and Footwear in Thailand - Industry Overview

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DISCLAIMER

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