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By Matthew Jones

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Tesco Lotus forecasts online growth

Retailer aims to double online sales and order numbers in Thai market over next five years



Thai retailer Tesco Lotus is confident its online business will follow a trajectory of sustained growth over the next five years, according to local media reports.

Wanna Swuddigul, Tesco Lotus' digital and online business director, told the Nation that the company's online sales have at least doubled every year since the launch of its e-commerce site in 2012. The service has

proved extremely popular in Bangkok and the nation's other built-up urban areas, with a clear consumer demographic emerging.

"The largest age groups are 25-44 years old. Most online customers are mid- to up-market customers," Swuddigul said.

Continually gaining a better understanding of its consumers and their needs will prove paramount to Tesco Lotus' online growth, Swuddigul explained.

"By constantly listening to what our customers want and need, we innovate services and solutions that address their pain points," she told the Nation. "We aim at least to double the growth of our online sales and order numbers every year, as we have done since the launch of our online business in 2012."