

THAILAND



# Thailand grocery store rankings 2025

Discover the top-ranking grocery stores in the Thailand based on consumer scores of consideration, quality and value.

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/Research Reality





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# Foreword



In today's challenging economic climate, where rising living costs continue to put pressure on household budgets, consumers are making more considered choices about where they shop. Grocery stores are at the heart of this daily decision-making, balancing affordability, quality, and service to meet evolving customer expectations.

This report unveils the latest rankings of the top grocery stores, offering valuable insights into how retailers are performing in a landscape shaped by inflation, shifting shopping habits, and the increasing demand for value."

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# 02 Consideration rankings



# Top ranked grocery stores based on consideration



Rank	Grocery store	Consideration (%)
1	7-Eleven	64.2
2	Lotus's	46.2
3	Big C	45.1
4	Makro	43.8
5	Lotus's go fresh	28.2
6	Mini Big C	25.8
7	Big C Market	23.5
8	Tops	23.0
9	CP Fresh Mart	15.7
10	Tops Daily	14.6

YouGov BrandIndex TH (01/02/2024-31/01/2025). Nat rep. n>3,700. To qualify as top ranked, brands have held tracked scores for at least 6 months (183 days).

Question: When you are in the market next to make a purchase, from which of the following would you consider purchasing?

## Top ranked grocery stores based on consideration



Rank	Men	
	Grocery store	Consideration (%)
1	7-Eleven	64.4
2	Big C	46.3
3	Lotus's	45.5
4	Makro	43.6
5	Mini Big C	28.3
6	Lotus's go fresh	26.7
7	Big C Market	24.6
8	Tops	21.1
9	CP Fresh Mart	16.7
10	Makro Food Service	13.5

Rank	Women	
	Grocery store	Consideration (%)
1	7-Eleven	64.0
2	Lotus's	46.8
3	Makro	44.0
4	Big C	43.9
5	Lotus's go fresh	29.7
6	Tops	24.8
7	Mini Big C	23.4
8	Big C Market	22.3
9	Tops Daily	15.9
10	CP Fresh Mart	14.8

YouGov BrandIndex TH (01/02/2024-31/01/2025) Nat rep by gender. n>1,800. To qualify as top ranked, brands have held tracked scores for at least 6 months (183 days).  
Question: When you are in the market next to make a purchase, from which of the following would you consider purchasing?

## Top ranked grocery stores based on consideration

Gen Z			Millennial			Gen X		
Rank	Grocery store	Consideration (%)	Grocery store	Consideration (%)	Grocery store	Consideration (%)		
1	7-Eleven	57.5	7-Eleven	65.7	7-Eleven	69.1		
2	Big C	40.0	Lotus's	46.4	Lotus's	51.7		
3	Makro	39.9	Big C	43.8	Big C	50.8		
4	Lotus's	38.2	Makro	42.8	Makro	49.7		
5	Lotus's go fresh	22.9	Lotus's go fresh	27.4	Lotus's go fresh	34.3		
6	Mini Big C	21.9	Mini Big C	24.5	Mini Big C	31.0		
7	Big C Market	19.9	Big C Market	23.7	Tops	27.5		
8	Tops	16.4	Tops	21.3	Big C Market	25.7		
9	Makro Food Service	10.9	CP Fresh Mart	16.6	Tops Daily	19.5		
10	CP Fresh Mart	10.7	Tops Daily	13.7	CP Fresh Mart	19.1		

YouGov BrandIndex TH (01/02/2024-31/01/2025) Nat rep by generation. n>950. To qualify as top ranked, brands have held tracked scores for at least 6 months (183 days).  
Question: When you are in the market next to make a purchase, from which of the following would you consider purchasing?

# Most improved grocery stores based on consideration



Rank	Grocery store	2025 Consideration (%)	2024 Consideration (%)	Change in consideration
1	7-Eleven	64.2	58.3	5.9
2	Makro	43.8	37.9	5.9
3	Lotus's go fresh	28.2	24.8	3.4
4	Big C	45.1	42.0	3.1
5	Big C Market	23.5	20.8	2.7
6	Mini Big C	25.8	23.3	2.5
7	Makro Food Service	13.5	11.2	2.3
8	Tops Daily	14.6	12.4	2.2
9	Lotus's	46.2	44.3	1.9
10	Tops	23.0	21.5	1.5

YouGov BrandIndex TH (01/02/2023-31/01/2025). Nat rep. n>2,600. To qualify as top improvers, brands have held tracked scores for at least 18 months (548 days).

Question: When you are in the market next to make a purchase, from which of the following would you consider purchasing?

# 03 Value and quality rankings



## Top ranked grocery stores based on value and quality



Rank	Value		Quality	
	Grocery store	Value (net)	Grocery store	Quality (net)
1	7-Eleven	47.6	7-Eleven	53.7
2	Makro	46.9	Makro	43.8
3	Big C	44.6	Lotus's	43.0
4	Lotus's	42.9	Big C	42.4
5	Lotus's go fresh	26.6	Tops	30.3
6	Mini Big C	25.7	Lotus's go fresh	28.2
7	Big C Market	23.5	Big C Market	26.4
8	Tops	22.3	Mini Big C	26.0
9	CP Fresh Mart	15.8	CP Fresh Mart	22.0
10	Tops Daily	15.4	Foodland	21.2

YouGov BrandIndex TH (01/02/2024-31/01/2025). Nat rep. n>3,700. To qualify as top ranked, brands have held tracked scores for at least 6 months (183 days). Value and Quality questions detailed in the methodology. Net scores calculated by subtracting negative sentiment score from positive sentiment score.

# 04 Sole grocery shopper rankings



# Top ranked grocery stores among sole grocery shoppers



Rank	Grocery store	Consideration (%)
1	7-Eleven	63.1
2	Lotus's	49.7
3	Big C	44.4
4	Makro	44.0
5	Lotus's go fresh	30.4
6	Tops	27.8
7	Mini Big C	26.5
8	Big C Market	24.9
9	CJ More	20.5
10	CP Fresh Mart	19.0

YouGov BrandIndex TH (01/02/2024-31/01/2025) Sole grocery shoppers n>1,300. To qualify as top ranked, brands have held tracked scores for at least 6 months (183 days).

Question: When you are in the market next to make a purchase, from which of the following would you consider purchasing? Sole grocery shoppers: Those who answered: "I am the sole grocery shopper in my household"

# Methodology

## The insights in this report come from YouGov BrandIndex.

In this report, we have highlighted the top performing grocery stores that are winning over residents of the Thailand based on consideration, value and quality scores.

- Consideration scores are based on respondents' answers to: "When you are in the market next to make a purchase, from which of the following would you consider purchasing?"
- Value scores are net, based on respondents' answers to: "Which of the following Retailers do you think represents GOOD VALUE FOR MONEY? By that we don't mean "cheap," but that the brands offer a customer a lot in return for the price paid./Now which of the following Retailers do you think represents POOR VALUE FOR MONEY? By that, we don't mean "expensive," but that the brands do not offer a customer much in return for the price paid.
- Quality scores are net, based on respondents' answers to: "Which of the following Retailers do you think represents GOOD QUALITY?/Now which of the following Retailers represents POOR QUALITY?"

We have also looked at the top performing grocery stores based on consideration among sole grocery shoppers. Sole grocery shoppers are defined as those who answered: "I am the sole grocery shopper in my household."

- To qualify as a top ranked brand, brands must have scores available for at least 183 days between February 1st 2024 and January 31st 2025. A minimum base size of 300 (N) is required.
- To qualify as a most improved brand, brands must have scores for at least 18 months (548 days) between February 1st 2023 and January 31st 2025. Top improvers are ranked based on the change to their consideration scores. In cases where the change in scores is the same, the current scores are used as a secondary metric to determine their ranking. A minimum base size of 300 (N) is required.

Throughout the report, each generation is defined as: Gen Z (1997-2007), Millennial (1981-1996), Gen X (1965-1980), Baby Boomer (1946-1964), and Silent Generation (1928-1945).

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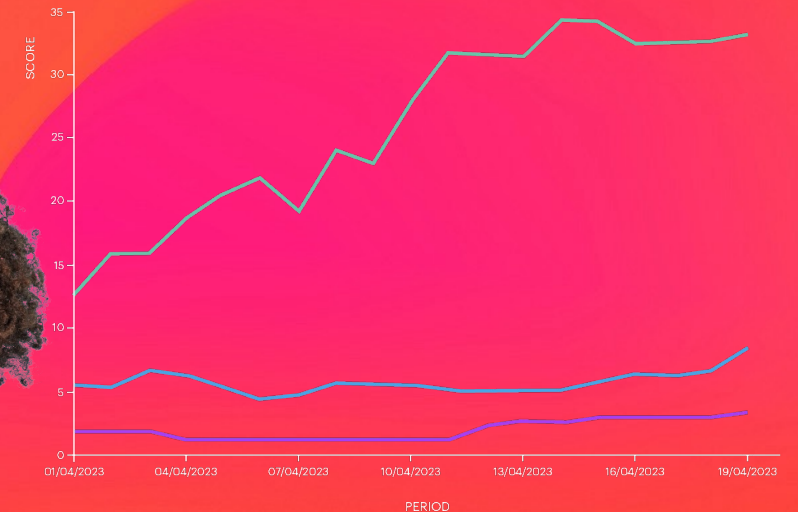
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