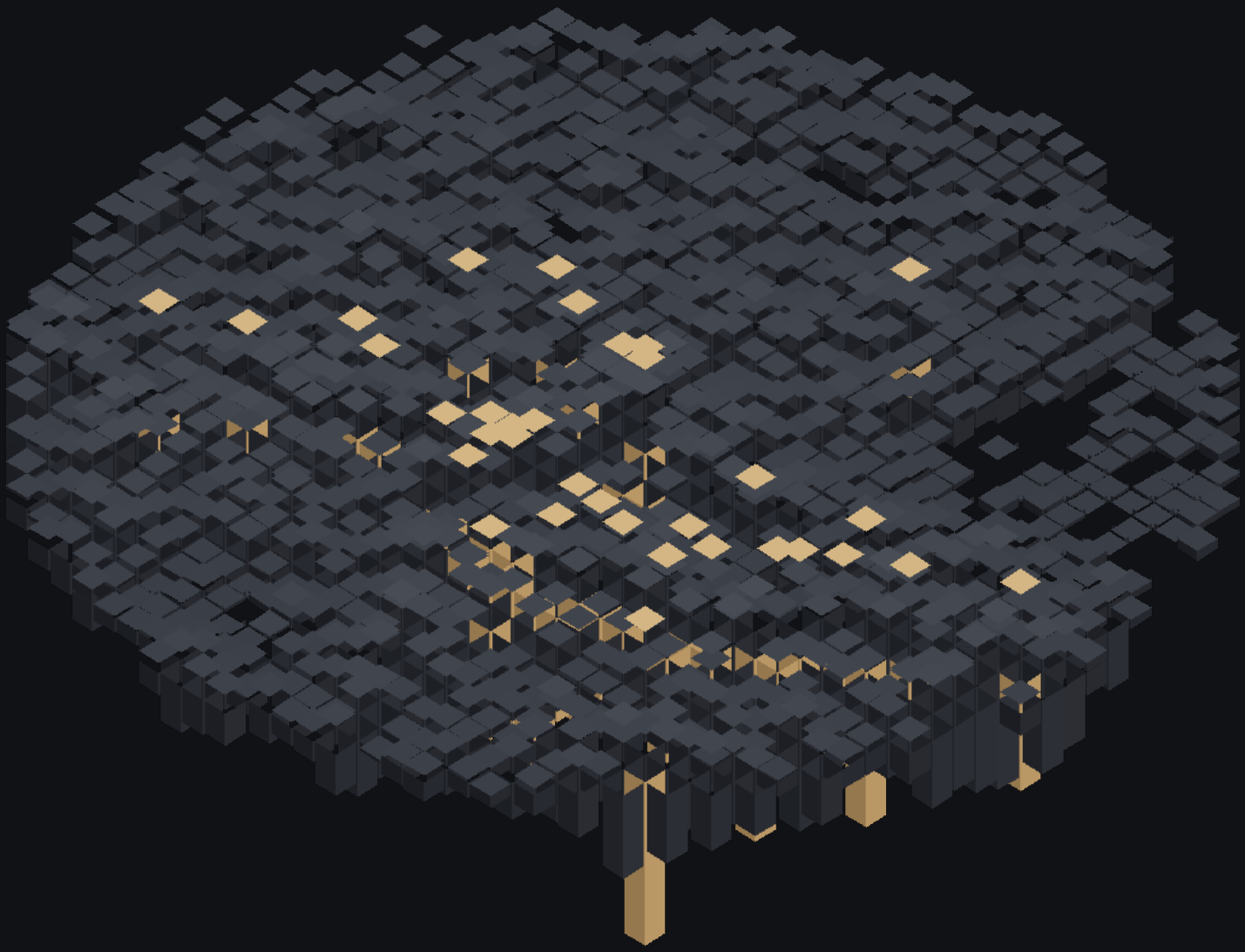
COMMERCIAL INTELLIGENCE TH BAN

Bangkok
Offline Trade Intelligence

368,514 measured places within 30 km (61,968 inside 5 km) | 27.9% website coverage, 5.0% chain share, 72.1% digital gap



CITY DOSSIER TH

Bangkok offline trade intelligence

We counted 368,514 places within 30 km of the centre of Bangkok, and 61,968 inside 5 km. 27.9% keep a website a customer can open, 5.0% trade under a chain name, so 72.1% of the block is visible on a map and not findable on a phone.
Aggregate counts only. No store level row appears in this edition.

368,514
places counted, 30 km ring

27.9%
keep a website a customer can open (265,820 do not)

5.0%
carry a chain name, lower bound

SEGMENTS, MEASURED

n = 368,514

Segment	Places	Share	With a website	Gap
Food and beverage	135,242	36.7%	18.5%	81.5%
Retail	65,079	17.7%	33.9%	66.1%
Beauty and wellness	27,392	7.4%	27.5%	72.5%
Professional services	24,188	6.6%	45.5%	54.5%
Automotive	20,260	5.5%	23.9%	76.1%
Lodging	19,928	5.4%	22.6%	77.4%
Other	19,824	5.4%	34.0%	66.0%

WHAT THE COUNTS SAY

01 **The gap sits in food and beverage.**
135,242 places, 36.7% of the ring, and only 18.5% keep a website. The city average is 27.9%, so this segment is 9.4 points behind the block.

02 **Night lights, thirteen years.**
Expansion index 89.5 of 100, rank 7 of 58 measured cities, radiance +28.1% since 2019, outer ring 19.5%. LED conversion removes short wavelength light, so read the ring growth, not the level.

PAID EDITION District level tables, 500 m and 1 km rings for named candidate sites, six adjacent categories, opening priority and a checklist. 12 to 16 pages with an aggregate CSV by district. Medical and hospital excluded. Gulf requests are quoted at three times the standard rate.

Source: TOYB measured, Overture Maps Foundation places 2026 11 18 release, NASA VIIRS night lights through EOG, World Bank and national statistical offices for population and income. Non identified aggregate counts only.

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