

Retail Sector – Overweight

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News Update

SSSG softened in October

- We expect Oct SSSG at -4.0%.
 - Due to high base from digital wallet, post-flood recovery.
 - Economic stimulus should drive Nov-Dec spendings.
 - We see downside to home improvement plays.
- Retailers' same-store sales growth (SSSG) in October is expected to soften to -4.0%, from -2.0% in 3Q25F. This is because last year's SSSG was the highest by month in October at +3.6% due to the digital wallet cash handouts benefit in the first week of October, post-flood building materials and home improvement demand, MOSHI's high 30% SSSG base (from a success of NCT Dream Korean boy band product launches, store renovation, recovery post imported-product shortage hiccup), and more rains in October this year.
- By segment, home improvement was still the weakest with an expected SSSG of -7.0%, followed by -3.9% for consumer discretionary. Consumer staples remained the most resilient with a -1.2% SSSG.
- Consumer staples:** SSSG of **CPAXT's Makro wholesale** and **CPALL** held up well. **CPAXT's Lotus's** SSSG is projected to fall by 1.3%, dragging by a low-single digit negative SSSG of Lotus's Thailand (a mid-to-high single digit positive for Lotus's Malaysia). **Big C** is expected to be at -3.0%. The weakest area was its hypermarket stores with a mid-single digit negative SSSG while smaller-format stores; supermarkets and Big C mini, should post a 1% SSSG. Hypermarket segment was the weakest vs other staples store formats.
- Home improvement:** Oct SSSG is estimated at -7.0%, weaken from -4.0% in 3Q25F, caused by last year's high base from post-flood recovery and more rainfall this year. **HMPRO's** both store formats, **HomePro** and **Mega Home** should post -9% SSSG. **GLOBAL** and **DOHOME** are expected at -5%. **DOHOME**, been weak with -9% to -11% SSSG in 2Q-3Q25F, should show a less negative SSSG in Oct as its steel supply problem was eased (driving steel SSSG to a low-single digit positive) and more government spendings in the new fiscal year with back-office customers (contractors, resellers)'s SSSG improving to a low-single digit negative while end users' SSSG remained a high-single digit negative.
- Other discretionary:** **MOSHI** was -9% from last year's high base. **MC's** offline SSSG is projected to maintain negative momentum at -7%. **CRC** improved to -1%, driven by Thailand fashion and Vietnam food. **CPN's** rental rate adjustment is expected at 1-2%.
- We expect improving SSSG in Nov and Dec, backed by lower base and economic stimulus ie "co-payment plus" and "travel well, get a rebate" effective from October 29th. However, we see downside to our 4Q25F home improvement SSSG.
- Our top BUYs in the sector remain CPALL, CPN and MOSHI.

Ex 1: Stock Rating And TP

	Rating	Price Current (Bt)	Price Target (Bt)
BJC	SELL	17.90	18.00
COM7	BUY	24.60	34.00
CPALL	BUY	46.25	64.00
CPAXT	BUY	19.60	25.00
CPN	BUY	52.25	66.00
CRC	HOLD	20.70	23.00
DOHOME	SELL	3.94	3.20
GLOBAL	HOLD	6.80	7.30
HMPRO	BUY	6.45	9.50
MC	BUY	11.20	12.50
MOSHI	BUY	34.25	50.00

Sources: Bloomberg, Thanachart estimates

Ex 2: Quarterly SSSG

(%)	1Q24	2Q24	3Q24	Oct-24	4Q24	1Q25	2Q25	3Q25F	Oct-25F	4Q25F
BIGC (exc B2B)	0.5	(1.9)	0.0	1.5	1.5	2.1	(3.2)	(3.5)	(3.0)	(1.0)
CPALL	4.9	3.8	3.3	4.0	4.0	3.0	(0.8)	(0.2)	(0.5)	1.0
CPN	3.0	2.0	2.0	2.0	2.5	2.5	2.0	1.5	1.5	2.0
CRC	1.0	(1.0)	(3.0)	(3.0)	(1.3)	(4.0)	(6.0)	(4.0)	(1.0)	(2.0)
DOHOME	(9.8)	(5.3)	(4.5)	3.5	1.5	0.4	(9.3)	(10.7)	(5.0)	(7.0)
GLOBAL	(5.3)	(2.3)	(6.5)	0.0	(3.7)	(10.0)	(10.7)	(0.9)	(5.0)	(2.0)
HMPRO (HomePro)	(2.1)	(7.3)	(5.8)	(2.0)	(0.7)	(3.3)	(8.8)	(5.3)	(9.0)	(3.0)
HMPRO (Mega Home)	(4.1)	(1.3)	(3.9)	4.5	4.5	0.2	(1.6)	0.9	(9.0)	0.0
CPAXT (Makro wholesale)	3.4	1.8	1.8	2.4	3.0	1.0	(1.2)	0.0	0.0	4.0
CPAXT (Lotus's)	7.1	3.5	2.3	2.2	1.9	0.5	0.0	(0.5)	(1.3)	1.0
MC	0.0	0.0	(10.0)	(2.5)	(5.0)	(5.0)	(6.5)	(7.0)	(7.0)	(1.0)
MOSHI	0.4	(8.5)	5.7	30.0	15.4	7.9	15.2	5.5	(9.0)	(2.0)
Average	(0.1)	(1.4)	(1.6)	3.6	2.0	(0.4)	(2.6)	(2.0)	(4.0)	(0.8)
Consumer staples	4.0	1.8	1.9	2.5	2.6	1.7	(1.3)	(1.0)	(1.2)	1.3
Home improvement	(5.3)	(4.1)	(5.2)	1.5	0.4	(3.2)	(7.6)	(4.0)	(7.0)	(3.0)
Consumer discretionary exc. Home improvement	1.1	(1.9)	(1.3)	6.6	2.9	0.4	1.2	(1.0)	(3.9)	(0.8)

Sources: Company data, Thanachart estimates

Note: Makro wholesale's SSSG from 3Q24 includes overseas business (Makro Int'l, food service)

Ex 3: CRC SSSG

(%)	1Q24	2Q24	3Q24	4Q24	1Q25	2Q25	3Q25F	OctMTD (1-26 Oct)
SSS - total CRC	1.0	(1.0)	(3.0)	(1.3)	(4.0)	(6.0)	(4.0)	(1.0)
<u>By segment</u>								
Fashion	2	3	(2)	1	(4)	(6)	(4)	1
Hardline	(5)	(8)	(9)	(5)	(7)	(8)	(3)	(6)
Food	4	(1)	(1)	(2)	(3)	(4)	(5)	1
<u>By country</u>								
TH	0	(2)	(2)	1	(2)	(4)	(3)	(2)
Fashion	0	1	0	4	(2)	(4)	(4)	1
Hardline	(3)	(7)	(7)	(3)	(6)	(7)	(3)	(7)
Food	2	0	1	2	2	1	(2)	0
VN (in THB)	2	(4)	(6)	(9)	(7)	(13)	(9)	2
Hardline	(20)	(15)	(21)	(19)	(12)	(22)	(3)	0
Food	5	(2)	(3)	(7)	(7)	(12)	(11)	2
Italy (in THB)	9	6	(4)	(4)	(10)	(9)	(5)	(3)
<u>FX impact (%)</u>								
-VN					(7)	(12)	(12)	(10)
- Italy					(8)	(5)	(2)	1
<u>SSS in local currency (%)</u>								
VN (in VND)					0	(1)	3	12
Hardline					(5)	(10)	9	10
Food					0	0	1	12
Italy (in EUR)					(3)	(4)	(4)	(4)

Sources: Company data, Thanachart estimates

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