Table 1

Transitional Phases In Malaysia's And Thailand's National Retail Markets From 1990 To The Mid 2010s.

Phase	Malaysia	Thailand
1	1990s Shopping malls and Japanese department stores dominate modern retail provision. Retail TNCs begin to open outlets.	1990s Modern Thai retailers develop department store and shopping mall provision. Retail TNCs enter Thailand.
2	Late 1990s to 2000 (MT) TNC hypermarket investment intensifies. The integrated wholesale and retail functions of hypermarket disrupt existing market conditions.	1997-1998 (MT) Retail TNCs expand through joint venture and acquisition of existing Thai store networks. The Foreign Business Act 1999 facilitates this process.
3	2000-2001 (AC) Domestic complaints about TNC practices increase. Prime Minister Mahathir bans new hypermarket developments in 2001.	2000-2003 (AC) Traditional retailers and supplier/producers demand new sectoral regulations. Retail TNCs rapidly expand in Bangkok.
4	2002-2004 (GI) New MDTCC guidelines introduced in 2002 and again in 2004. Retail TNCs are limited to stores above three thousand square meters.	2003-2004 (GI) The Thaksin administration introduces town planning rules to manage modern format development.
5	Mid 2000s onwards (MT) Intense competition exists between modern retailers. The MDTCC manages all new large store openings. Malaysian retailers diversify into new grocery formats.	2004 onwards (MT) The new regulations initiate format diversification amongst retail TNCs. Thai retailers expand convenience retailing. Traditional wholesalers diversify their operations.
6	2010 (GI) Revised MDTCC regulations are introduced. Transnational and domestic retailers continue to expand modern retail provision.	Late 2000s (MT) Uneven implementation of town planning regulations encourages new TNC format types. Thai and TNC retailers increase investment into north and northeastern Thailand.
7	2011 onwards (MT) State involvement in the sector deepens under the 2011 Economic Transformation Plan. The government introduces programmes to modernise the market and domestic retail provision and supply systems.	2010 onwards (MT) Transnational and Thai retailers support government programmes to reduce the cost of living. Thai retailers lead initiatives to situate Thailand as a Southeast Asian retail hub.

Notes: MT represents phases of *market transformation*, AC represents phases of *actor contestation*, and GI represents phases in which *government intervention* have occurred.

Source: Authors.

Table 2

Features Of The Malaysian And Thai National Retail Markets 2000-2010.

	Malaysia		Thailand	
	2000	2010	2000	2010
Market size ($US million)	19,090	41,947	27,868	87,787
Modern %	37.3	39.4	18.5	20.9
Traditional %	62.7	60.6	81.5	79.1
Retail TNC entries pre 2000*	5	-	10	-
Retail TNC exits pre 2010	-	2	-	4
Retail TNC format types	Hypermarket, supermarket.	Hypermarket/ supercentre, supermarket.	Hypermarket, cash-and-carry, supermarket.	Hypermarket/ supercentre, cash-and-carry, supermarket, department store/ shopping mall, convenience, forecourt.

Notes: *Malaysia and Thailand both received investment from AEON, Carrefour, Dairy Farm International, Makro and Tesco.

Source: Euromonitor International Database (2014, 2017); Planet Retail (2015).

Table 3

Key Features Of The Malaysian And Thai National Retail Markets Post 2005.

Changes to the national retail market	Malaysia	Thailand
Regulatory impacts on retail TNCs		
Significant constraints on retail TNC strategic diversification	✓	
Regulation slowed the diffusion of transnational retail	✓	
Degree of protection for domestic businesses	High	Low
Significant format and store network diversification by retail TNCs		✓
Regulatory impacts on domestic retail trade		
Increased regulatory protection of modern domestic trade	✓	
Increased format diversification by domestic grocery retailers	✓	✓
Intensified competitive impacts on traditional retail		✓
Diversification by wholesalers into store-based retailing		✓
Evolving features of the national retail market		
Expansion of modern convenience retailing	Medium	High
Expansion of large-format retail provision	High	High
Market entry of international specialist retailers	✓	✓
Continued growth of large shopping mall complexes	✓	✓

Source: Authors.