



BANGKOK RIVERSIDE | MARKET COMMENTARY

# SONG WAT ROAD

## FROM SMELLING SPICES TO SMELLING SOAPS

Better never settles

# FROM WAREHOUSES TO A CREATIVE QUARTER



**TRADITIONAL WAREHOUSING**



**SOUL SONGWAT**

The Bangkok riverside precinct of Song Wat Road is evolving rapidly from the traditional warehousing of spice and rice into a retail, dining and cultural beacon for Thai business in the nation's capital. The Sino-Portuguese terrace shophouses lining the narrow roadway, and the network of surrounding pedestrian laneways, began attracting visitors in the aftermath of COVID-19 as domestic and international influencers, models and artists promoted a relatively untouched mid-20th century streetscape - now layered with contemporary artwork, murals and stylistic graffiti.

Facing rapid gentrification and a seismic shift away from the district's traditional industries, local individual landlords began relinquishing small street-facing storage and trading spaces to food & beverage operators and retail brands that sought to follow the constant social media buzz into a previously overlooked riverside precinct.

The initial wave centred on specialty coffee and beverage outlets, with bespoke drinkware and converted warehouse-cum-cafe premises providing both refuge from the renowned Thai heat and a backdrop for social media content. Cafes and beverage booths soon lined the main roadway and off-street enclaves such as 'Soul Songwat'.

Riding this wave of international interest, the circa one-kilometre prime pitch has shifted decisively towards permanent, design-led stores. These are not built to chase the sheer visitor volumes of branches in Ratchaprasong or Siam, but as experiential flagships that connect with a select clientele and project brand identity in a social-media driven environment.

## LATE 2023

Named among Time Out's 40 coolest neighbourhoods worldwide

## FEBRUARY 2024

Featured in a Vogue Travel guide to Bangkok

## JUNE 2024

Lisa's 'Rockstar' video filmed on nearby Yaowarat Road

**Better never settles**

# A FRAGRANCE CLUSTER LIKE NO OTHER

## 10

Thai fragrance and scent-design stores on the street

## THB 14.9bn

Thailand fragrance market value, 2025

## +10%

Sector growth in 2025 (Euromonitor)

The dominant product segment in the area is easily recognisable as premium fragrance, olfactory and scent design, with domestic Thai brands leading the way with as many as 10 existing stores. The clustering effect has been driven in part by growth in Thailand's fragrance sector, which Euromonitor International reports rose **10% in 2025 to THB 14.9 billion** (USD 450 million).

Stables represented on the streetscape include Antidotes, Frayn, Copenn, Amoln and Reunrom, while Thai industry mainstay Thann bravely established a flagship store steps back from the main roadway. Le Labo joined the cluster in recent weeks, with Journal and Panpuri completing fit out works to take up prominent corner sites. With the majority of stores concentrated within the eastern half of Song Wat Road, pedestrians can be passing or facing a fragrance retailer at almost every step.

The influx of international fashion to Song Wat Road has been more deliberate. ADIDAS stole the show in mid-2026 with a riverfront-facing store which is paired with an upper-floor % Arabica café. Designer denim trader RENIM has been joined by Thai fashion and accessories retailer Frank on Song Wat Road, and boutique eyewear brand Tudi holds dual flags in the market. Broader beauty is also carving out a presence, with Eveandboy taking a strategic tri-level building in the centre of the road.



FRAYN



THANN



ADIDAS

Better never settles

# WHAT COMES NEXT



## LE LABO, SONG WAT ROAD

As the new incarnation of the Song Wat Road market continues to mature and diversify, we anticipate a broader mix of food & beverage and retail, supplemented by an expanded hospitality offering and highlighted by a programme of experiential promotions and events such as film and television industry pop-ups, night-time architectural illuminations, and fashion festivals.

With heightened awareness of the area's dining including institutions such as Urai Braised Goose, the Michelin-starred POTONG and the river-facing Baan Rim Naam Songwat, we see a broader range of operators continuing to enter the market. Reminiscent of Singapore's Keong Saik Road, the gentrification of a historic district like Song Wat Road is likely to span multiple sectors, with retail, wellness and dining as the new core.

In August 2026 the Bangkok Metropolitan Administration announced plans for a 300-metre pedestrian and bicycle footbridge crossing the Chao Phraya River which would place Song Wat Road at one of the key crossing points over the river and enhance connectivity to Iconsiam and emerging hospitality and wellness projects on the opposite bank.

Unburdened by the manipulation of a dominant owner or landlord and with the agility to respond to shifting market trends, the historic terraced shophouses of this Bangkok riverfront precinct present a rare opportunity to evolve into one of Asia's most unique retail destinations for a new generation of consumers, visitors, and experience seekers.



## FRANK, SONG WAT ROAD

FOR MORE INFORMATION, PLEASE CONTACT

**Greg Condon**

Strategic Consulting and Head of Retail & Hospitality | [greg.condon@cushwake.com](mailto:greg.condon@cushwake.com) | +66 80 015 7724