Shopmaak.com launches as a marketplace built for Thai artisan craft

Seventeen workshops across five provinces join a platform that tests every item it sells and handles payments, shipping and customer service, so artisans can focus on making.

BANGKOK, 9 November 2026 — Shopmaak, an online marketplace dedicated entirely to Thai handicraft, textile, jewellery and natural wellness products, officially launches today at shopmaak.com with 17 partner workshops across five provinces.

"Thailand has no shortage of talent, and Thai artisans have no shortage of skill. What is missing is a support system, so they do not have to do everything themselves: running online shops, answering customers in several languages, advertising. We take care of all of that, so artisans have time for the work they love and can build a sustainable income from customers in Thailand and abroad," said Khun Tanista Chaikumma, Founder of Shopmaak.

Shopmaak removes that layer. The company handles listings in four languages, international payments, packing and dispatch, customer service and returns, and all of the marketing. The workshops make; Shopmaak sells. Nothing on the site is mass-produced, so craft becomes the selling point rather than a handicap.

Every item is ordered and tested by the Shopmaak team before it goes on sale, and compensation is agreed directly with each workshop, Shopmaak being the only party between the maker and the buyer. Packaging is plastic-free, recyclable or compostable wherever the product allows.

"I used to sell my work mainly to people in the village or people I knew. Some days there were orders, some days there were none, so my income was never certain. Now I feel more hopeful. I no longer worry about when the next order will come, I can plan my production better, and above all I have more time for the craft I love," said Khun Nuchjaree Deepala, a woodworker from Chiang Mai and one of Shopmaak's partner makers.

Shopmaak ships within Thailand and to 12 other destinations across Southeast and East Asia, with Europe planned for a later stage. Prices range from a THB 90 beeswax lip balm to an old teak office desk at THB 24,900. The Gift Atelier (https://shopmaak.com/the-gift-atelier/) narrows the catalogue by type of gift, budget or recipient, for buyers who have settled on Thai craft but not yet on which piece.

ABOUT SHOPMAAK

Shopmaak is an online marketplace for authentic Thai artisan products, working directly with independent craftspeople and OTOP community workshops, on terms that are fair to the people who make them. Operated by Thai Shopmaak Co., Ltd., registered in Bangkok, business registration number 0105569083579.

Thai love, with delivery — https://shopmaak.com

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Media kit: https://shopmaak.com/media-kit