

Consumer Electronics in Thailand

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Report description:

Consumer electronics overall is seeing slowed retail volume growth in 2022 compared to its performance in 2021, with many product areas still falling. Leading the decline is imaging devices, followed by home audio and cinema. In-car entertainment and computers and peripherals are also in negative growth. By contrast, wearable electronics is rising fastest, with portable players in second place - thanks entirely to wireless speakers. Performances in 2022 are now less influenced by the fallout fro...

Euromonitor International's Consumer Electronics in Thailand report offers a comprehensive guide to the size and shape of the in-home, portable and in-car consumer electronics products markets at a national level. It provides the latest retail sales data, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, distribution or pricing issues. Forecasts illustrate how the market is set to change.

Product coverage: Computers and Peripherals, In-Car Entertainment, In-Home Consumer Electronics, Portable Consumer Electronics.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Consumer Electronics market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop

reliable information resources to help drive informed strategic planning.

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Supply chain constraints contribute to widespread declines within computers and peripherals in 2022

Acer stays on top and expands across categories, while e-sports and gaming support upgrade sales

Desktops in descent as consumers demand portability, and tablets rises in business but falls in retail

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