

Consumer Electronics in Thailand

Market Direction | 2022-08-08 | 87 pages | Euromonitor

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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

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reliable information resources to help drive informed strategic planning.

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2022 DEVELOPMENTS

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

PROSPECTS AND OPPORTUNITIES

Decline to persist with demand from niche groups insufficient to turn growth positive
Monitors will fall as printers rises
Laptops to drop deeply and rise to only slightly positive growth by end of forecast period

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 Pioneer maintains overall lead while Sony moves forward
 Modification trend dies off thanks to travel restrictions and budget constraints

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 Pioneer leads, only just ahead of Aconatic and Sony
 Home audio products fall further from grace with old-fashioned feel in face of more modern alternatives

PROSPECTS AND OPPORTUNITIES

Private entertainment trend and smaller living spaces to undermine growth
 Digital media players docks will fail to attract despite falling unit prices
 Though e-commerce is set to rise, consumers prefer face-to-face sales for home audio and cinema products

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Samsung leads with continuous innovation but still loses share to second-ranked LG

Promotions take on new importance in light of price-sensitivity, though OLED TVs surges ahead

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Smartphones leave no room for significant growth in imaging devices

Niche consumer base to become target for players focused on high-end products

Appliances and electronics specialists maintains distribution lead but retailers may need to diversify to remain competitive

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 AirPods stays narrowly ahead of Xiaomi and Samsung
 E-commerce maintains distribution lead in 2022

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