

Consumer Electronics in Thailand

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

AVAILABLE LICENSES:

- Single User Licence €2200.00
- Multiple User License (1 Site) €4400.00
- Multiple User License (Global) €6600.00

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.

Table of Contents:

Consumer Electronics in Thailand

Euromonitor International

September 2022

List Of Contents And Tables

CONSUMER ELECTRONICS IN THAILAND

EXECUTIVE SUMMARY

Consumer electronics in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for consumer electronics?

MARKET DATA

Table 1 Sales of Consumer Electronics by Category: Volume 2017-2022

Table 2 Sales of Consumer Electronics by Category: Value 2017-2022

Table 3 Sales of Consumer Electronics by Category: % Volume Growth 2017-2022

Table 4 Sales of Consumer Electronics by Category: % Value Growth 2017-2022

Table 5 NBO Company Shares of Consumer Electronics: % Volume 2018-2022

Table 6 LBN Brand Shares of Consumer Electronics: % Volume 2019-2022

Table 7 Distribution of Consumer Electronics by Channel: % Volume 2017-2022

Table 8 Forecast Sales of Consumer Electronics by Category: Volume 2022-2027

Table 9 Forecast Sales of Consumer Electronics by Category: Value 2022-2027

Table 10 Forecast Sales of Consumer Electronics by Category: % Volume Growth 2022-2027

Table 11 Forecast Sales of Consumer Electronics by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 Research Sources

COMPUTERS AND PERIPHERALS IN THAILAND

KEY DATA FINDINGS

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

CATEGORY DATA

Table 12 Sales of Computers and Peripherals by Category: Volume 2017-2022

Table 13 Sales of Computers and Peripherals by Category: Value 2017-2022

Table 14 Sales of Computers and Peripherals by Category: % Volume Growth 2017-2022

Table 15 Sales of Computers and Peripherals by Category: % Value Growth 2017-2022

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 16 Sales of Computers by Category: Business Volume 2017-2022

Table 17 Sales of Computers by Category: Business Value MSP 2017-2022

Table 18 Sales of Computers by Category: Business Volume Growth 2017-2022

Table 19 Sales of Computers by Category: Business Value MSP Growth 2017-2022

Table 20 NBO Company Shares of Computers and Peripherals: % Volume 2018-2022

Table 21 LBN Brand Shares of Computers and Peripherals: % Volume 2019-2022

Table 22 Distribution of Computers and Peripherals by Channel: % Volume 2017-2022

Table 23 Forecast Sales of Computers and Peripherals by Category: Volume 2022-2027

Table 24 Forecast Sales of Computers and Peripherals by Category: Value 2022-2027

Table 25 Forecast Sales of Computers and Peripherals by Category: % Volume Growth 2022-2027

Table 26 Forecast Sales of Computers and Peripherals by Category: % Value Growth 2022-2027

Table 27 Forecast Sales of Computers by Category: Business Volume 2022-2027

Table 28 Forecast Sales of Computers by Category: Business Value MSP 2022-2027

Table 29 Forecast Sales of Computers by Category: Business Volume Growth 2022-2027

Table 30 Forecast Sales of Computers by Category: Business Value MSP Growth 2022-2027

IN-CAR ENTERTAINMENT IN THAILAND

KEY DATA FINDINGS

2022 DEVELOPMENTS

In-car navigation drives closer to obsolescence thanks to smartphone apps

Pioneer maintains overall lead while Sony moves forward

Modification trend dies off thanks to travel restrictions and budget constraints

PROSPECTS AND OPPORTUNITIES

In-car navigation to see deepest descent despite some support from commercial use

Electric vehicles prove yet another obstacle to development in in-car entertainment

Store-based retail channels still lead but e-commerce is set to rise

CATEGORY DATA

Table 31 Sales of In-Car Entertainment by Category: Volume 2017-2022

Table 32 Sales of In-Car Entertainment by Category: Value 2017-2022

Table 33 Sales of In-Car Entertainment by Category: % Volume Growth 2017-2022

Table 34 Sales of In-Car Entertainment by Category: % Value Growth 2017-2022

Table 35 NBO Company Shares of In-Car Entertainment: % Volume 2018-2022

Table 36 LBN Brand Shares of In-Car Entertainment: % Volume 2019-2022

Table 37 Distribution of In-Car Entertainment by Channel: % Volume 2017-2022

Table 38 Forecast Sales of In-Car Entertainment by Category: Volume 2022-2027

Table 39 Forecast Sales of In-Car Entertainment by Category: Value 2022-2027

Table 40 Forecast Sales of In-Car Entertainment by Category: % Volume Growth 2022-2027

Table 41 Forecast Sales of In-Car Entertainment by Category: % Value Growth 2022-2027

HOME AUDIO AND CINEMA IN THAILAND

KEY DATA FINDINGS

2022 DEVELOPMENTS

Evolving lifestyles further subvert growth in home audio and cinema

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

CATEGORY DATA

Table 42 Sales of Home Audio and Cinema by Category: Volume 2017-2022

Table 43 Sales of Home Audio and Cinema by Category: Value 2017-2022

Table 44 Sales of Home Audio and Cinema by Category: % Volume Growth 2017-2022

Table 45 Sales of Home Audio and Cinema by Category: % Value Growth 2017-2022

Table 46 NBO Company Shares of Home Audio and Cinema: % Volume 2018-2022

Table 47 LBN Brand Shares of Home Audio and Cinema: % Volume 2019-2022

Table 48 Distribution of Home Audio and Cinema by Channel: % Volume 2018-2022

Table 49 Forecast Sales of Home Audio and Cinema by Category: Volume 2022-2027

Table 50 Forecast Sales of Home Audio and Cinema by Category: Value 2022-2027

Table 51 □Forecast Sales of Home Audio and Cinema by Category: % Volume Growth 2022-2027

Table 52 □Forecast Sales of Home Audio and Cinema by Category: % Value Growth 2022-2027

HOME VIDEO IN THAILAND

KEY DATA FINDINGS

2022 DEVELOPMENTS

Chip shortage sees prices rise while OLED TVs leads growth in 2022

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

PROSPECTS AND OPPORTUNITIES

Growth will still be driven by televisions while video players fall fast

OLED unlikely to replace LCD by the end of the forecast period

Players to invest more in smart TVs and innovate in line with current trends

CATEGORY DATA

Table 53 Sales of Home Video by Category: Volume 2017-2022

Table 54 Sales of Home Video by Category: Value 2017-2022

Table 55 Sales of Home Video by Category: % Volume Growth 2017-2022

Table 56 Sales of Home Video by Category: % Value Growth 2017-2022

Table 57 Sales of LCD TVs by Network Connectivity: % Retail Volume 2017-2022

Table 58 NBO Company Shares of Home Video: % Volume 2018-2022

Table 59 LBN Brand Shares of Home Video: % Volume 2019-2022

Table 60 Distribution of Home Video by Channel: % Volume 2017-2022

Table 61 Forecast Sales of Home Video by Category: Volume 2022-2027

Table 62 □Forecast Sales of Home Video by Category: Value 2022-2027

Table 63 □Forecast Sales of Home Video by Category: % Volume Growth 2022-2027

Table 64 □Forecast Sales of Home Video by Category: % Value Growth 2022-2027

Table 65 □Forecast Sales of LCD TVs by Network Connectivity: % Retail Volume 2022-2027

IMAGING DEVICES IN THAILAND

KEY DATA FINDINGS

2022 DEVELOPMENTS

Competition from smartphones prevents positive growth in imaging devices

GoPro leads, and Sony and Canon shift to SLR cameras

Brands begin to focus on specific consumer groups with targeted devices and functionalities

PROSPECTS AND OPPORTUNITIES

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

CATEGORY DATA

Table 66 Sales of Imaging Devices by Category: Volume 2017-2022

Table 67 Sales of Imaging Devices by Category: Value 2017-2022

Table 68 Sales of Imaging Devices by Category: % Volume Growth 2017-2022

Table 69 Sales of Imaging Devices by Category: % Value Growth 2017-2022

Table 70 NBO Company Shares of Imaging Devices: % Volume 2018-2022

Table 71 LBN Brand Shares of Imaging Devices: % Volume 2019-2022

Table 72 Distribution of Imaging Devices by Channel: % Volume 2017-2022

Table 73 Forecast Sales of Imaging Devices by Category: Volume 2022-2027

Table 74 Forecast Sales of Imaging Devices by Category: Value 2022-2027

Table 75 □Forecast Sales of Imaging Devices by Category: % Volume Growth 2022-2027

Table 76 □Forecast Sales of Imaging Devices by Category: % Value Growth 2022-2027

PORTABLE PLAYERS IN THAILAND

KEY DATA FINDINGS

2022 DEVELOPMENTS

Portable medias players suffer smartphones impact and e-readers remain invisible

JBL holds onto lead, both overall and in wireless speakers

Wireless speakers drives overall growth with continued rise and high levels of activity from invested brands

PROSPECTS AND OPPORTUNITIES

Wireless speakers will be only positive performer over the forecast period

Portable media players and e-readers see no hope of upwards movement

Expansion of wireless speakers to create increasingly competitive environment, forcing brands to invest more in innovation

CATEGORY DATA

Table 77 Sales of Portable Players by Category: Volume 2017-2022

Table 78 Sales of Portable Players by Category: Value 2017-2022

Table 79 Sales of Portable Players by Category: % Volume Growth 2017-2022

Table 80 Sales of Portable Players by Category: % Value Growth 2017-2022

Table 81 NBO Company Shares of Portable Players: % Volume 2018-2022

Table 82 LBN Brand Shares of Portable Players: % Volume 2019-2022

Table 83 Distribution of Portable Players by Channel: % Volume 2017-2022

Table 84 Forecast Sales of Portable Players by Category: Volume 2022-2027

Table 85 Forecast Sales of Portable Players by Category: Value 2022-2027

Table 86 □Forecast Sales of Portable Players by Category: % Volume Growth 2022-2027

Table 87 □Forecast Sales of Portable Players by Category: % Value Growth 2022-2027

MOBILE PHONES IN THAILAND

KEY DATA FINDINGS

2022 DEVELOPMENTS

Slowed growth due to several factors, with smartphones rising as feature phones fall

Samsung still leads with broad portfolio

Expansion of 5G promises to push sales in smartphones across Thailand

PROSPECTS AND OPPORTUNITIES

Smartphones to see continued growth thanks to investment and innovation while feature phones get left further behind

Unit prices will rise in line with evolving technology, with some polarisation predicted

Players to place more importance on environmental impact of production and products

CATEGORY DATA

Table 88 Sales of Mobile Phones by Category: Volume 2017-2022

Table 89 Sales of Mobile Phones by Category: Value 2017-2022

Table 90 Sales of Mobile Phones by Category: % Volume Growth 2017-2022

Table 91 Sales of Mobile Phones by Category: % Value Growth 2017-2022

Table 92 Sales of Smartphones by Screen Size: % Retail Volume 2019-2022

Table 93 NBO Company Shares of Mobile Phones: % Volume 2018-2022

Table 94 LBN Brand Shares of Mobile Phones: % Volume 2019-2022

Table 95 Distribution of Mobile Phones by Channel: % Volume 2017-2022

Table 96 Forecast Sales of Mobile Phones by Category: Volume 2022-2027

Table 97 □Forecast Sales of Mobile Phones by Category: Value 2022-2027

Table 98 □Forecast Sales of Mobile Phones by Category: % Volume Growth 2022-2027

Table 99 □Forecast Sales of Mobile Phones by Category: % Value Growth 2022-2027

Table 100 □Forecast Sales of Smartphones by Screen Size: % Retail Volume 2022-2027

WEARABLE ELECTRONICS IN THAILAND

KEY DATA FINDINGS

2022 DEVELOPMENTS

Current health trends drive overall growth in wearable electronics in 2022

Xiaomi retains overall lead and launches new smartwatches in 2022

Outdoor activities inform innovation and Garmin introduces sports-focused smartwatches

PROSPECTS AND OPPORTUNITIES

Smart wearables to lead overall growth, boosted by sales in smartphones

Older consumers to shift to smart wearables as activity bands decline

Store-based retailers to benefit from rise in smart wearables; new developments will gain pace to cater to evolving demand

CATEGORY DATA

Table 101 Sales of Wearable Electronics by Category: Volume 2017-2022

Table 102 Sales of Wearable Electronics by Category: Value 2017-2022

Table 103 Sales of Wearable Electronics by Category: % Volume Growth 2017-2022

Table 104 Sales of Wearable Electronics by Category: % Value Growth 2017-2022

Table 105 NBO Company Shares of Wearable Electronics: % Volume 2018-2022

Table 106 LBN Brand Shares of Wearable Electronics: % Volume 2019-2022

Table 107 Distribution of Wearable Electronics by Channel: % Volume 2017-2022

Table 108 Forecast Sales of Wearable Electronics by Category: Volume 2022-2027

Table 109 Forecast Sales of Wearable Electronics by Category: Value 2022-2027

Table 110 □Forecast Sales of Wearable Electronics by Category: % Volume Growth 2022-2027

Table 111 □Forecast Sales of Wearable Electronics by Category: % Value Growth 2022-2027

HEADPHONES IN THAILAND

KEY DATA FINDINGS

2022 DEVELOPMENTS

Headphones overall sees post-pandemic rebound growth, though only TWS earbuds is moving up

AirPods stays narrowly ahead of Xiaomi and Samsung

E-commerce maintains distribution lead in 2022

PROSPECTS AND OPPORTUNITIES

Overall growth to continue positively thanks to TWS earbuds

Persistent decline for wireless headbands despite niche loyalty

Prices will drop though premiumisation trends will continue

CATEGORY DATA

Table 112 Sales of Headphones by Category: Volume 2017-2022

Table 113 Sales of Headphones by Category: Value 2017-2022

Table 114 Sales of Headphones by Category: % Volume Growth 2017-2022

Table 115 Sales of Headphones by Category: % Value Growth 2017-2022

Table 116 NBO Company Shares of Headphones: % Volume 2018-2022

Table 117 LBN Brand Shares of Headphones: % Volume 2019-2022

Table 118 Distribution of Headphones by Channel: % Volume 2017-2022

Table 119 Forecast Sales of Headphones by Category: Volume 2022-2027

Table 120 Forecast Sales of Headphones by Category: Value 2022-2027

Table 121 □Forecast Sales of Headphones by Category: % Volume Growth 2022-2027

Table 122 □Forecast Sales of Headphones by Category: % Value Growth 2022-2027

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Consumer Electronics in Thailand

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

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€2200.00
	Multiple User License (1 Site)	€4400.00
	Multiple User License (Global)	€6600.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	Phone*	
First Name*	Last Name*	
Job title*		
Company Name*	EU Vat / Tax ID / NIP number*	
Address*	City*	
Zip Code*	Country*	
	Date	2026-02-08
	Signature	

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com