

**Home Audio and Cinema in Thailand**

Market Direction | 2022-08-08 | 19 pages | Euromonitor

**AVAILABLE LICENSES:**

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

**Report description:**

Home audio and cinema continues its downward trend in terms of volume sales in 2022, with every product area in decline. Falling fastest is digital media player docks, followed by hi-fi systems. Lifestyles in Thailand are changing rapidly, with one notable trend among younger consumers being a shift from houses to smaller apartments. These apartments have significantly less space than houses, and expensive and bulky home theatre systems with a plethora of components are therefore becoming much l...

Euromonitor International's Home Audio and Cinema 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: Audio Separates, Digital Media Player Docks, Hi-Fi Systems, Home Cinema and Speaker Systems, Other Home Audio and Cinema, Speakers.

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

**Why buy this report?**

- \* Get a detailed picture of the Home Audio and Cinema 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

## **Table of Contents:**

Home Audio and Cinema in Thailand

Euromonitor International

September 2022

List Of Contents And Tables

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

Table 2 Sales of Home Audio and Cinema by Category: Value 2017-2022

Table 3 Sales of Home Audio and Cinema by Category: % Volume Growth 2017-2022

Table 4 Sales of Home Audio and Cinema by Category: % Value Growth 2017-2022

Table 5 NBO Company Shares of Home Audio and Cinema: % Volume 2018-2022

Table 6 LBN Brand Shares of Home Audio and Cinema: % Volume 2019-2022

Table 7 Distribution of Home Audio and Cinema by Channel: % Volume 2018-2022

Table 8 Forecast Sales of Home Audio and Cinema by Category: Volume 2022-2027

Table 9 Forecast Sales of Home Audio and Cinema by Category: Value 2022-2027

Table 10 □Forecast Sales of Home Audio and Cinema by Category: % Volume Growth 2022-2027

Table 11 □Forecast Sales of Home Audio and Cinema by Category: % Value Growth 2022-2027

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 12 Sales of Consumer Electronics by Category: Volume 2017-2022

Table 13 Sales of Consumer Electronics by Category: Value 2017-2022

Table 14 Sales of Consumer Electronics by Category: % Volume Growth 2017-2022

Table 15 Sales of Consumer Electronics by Category: % Value Growth 2017-2022

Table 16 NBO Company Shares of Consumer Electronics: % Volume 2018-2022

Table 17 LBN Brand Shares of Consumer Electronics: % Volume 2019-2022

Table 18 Distribution of Consumer Electronics by Channel: % Volume 2017-2022

Table 19 Forecast Sales of Consumer Electronics by Category: Volume 2022-2027

Table 20 Forecast Sales of Consumer Electronics by Category: Value 2022-2027

Table 21 □Forecast Sales of Consumer Electronics by Category: % Volume Growth 2022-2027

Table 22 □Forecast Sales of Consumer Electronics by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 Research Sources

**Scotts International. EU Vat number: PL 6772247784**

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

[www.scotts-international.com](http://www.scotts-international.com)

**Home Audio and Cinema in Thailand**

Market Direction | 2022-08-08 | 19 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	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		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	2026-02-12
	Signature	

**Scotts International. EU Vat number: PL 6772247784**

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

[www.scotts-international.com](http://www.scotts-international.com)