

Home Audio and Cinema in Thailand

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

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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 less popular.

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

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reliable information resources to help drive informed strategic planning.

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Home audio products fall further from grace with old-fashioned feel in face of more modern alternatives

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Digital media players docks will fail to attract despite falling unit prices

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