

Refrigeration Appliances in Thailand

Market Direction | 2022-11-30 | 42 pages | Euromonitor

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Report description:

The refrigeration appliances category is set to see further significant volume growth in 2022, though not at the same rate as in the previous year. The demand has been dampened to some extent by the notable rise in prices resulting from a generally high inflation rate and increasing fuel costs, which have affected shipment and production costs. Refrigeration appliances in Thailand is dominated by fridge freezers, with freestanding models being by far the most popular.

Euromonitor International's Refrigeration Appliances in Thailand report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2017-2021, 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, format trends or distribution issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Built-in Refrigeration Appliances, Electric Wine Coolers/Chillers, Freestanding Refrigeration Appliances, Freezers, Fridge Freezers, Fridges.

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

Why buy this report?

- * Get a detailed picture of the Refrigeration Appliances 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.

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E-commerce continues to gain share

Mitsubishi retains lead, Haier puts in a strong performance, and Samsung aims upmarket

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Increase in property development and lifestyle changes

Consumers to continue to look for larger capacity fridge freezers

IOT refrigeration appliances to enter the mainstream

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