

Home Furnishings in Thailand

Market Direction | 2023-05-24 | 20 pages | Euromonitor

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Report description:

In 2022, Thailand witnessed high inflation, which was mainly attributed to the hike in energy and commodity prices following Russia's invasion of Ukraine early on in the year. Consequently, Thai consumers sought ways to reduce their expenses and turned to more affordable options, including switching to Light-Emitting Diode lamps (LED). Apart from the cost-effectiveness of these products, the higher efficiency provided by LED added to the increased rate of adoption amongst consumers.

Euromonitor International's Home Furnishings in Thailand report offers a comprehensive guide to the size and shape of market demand at a national level. It provides the latest retail sales data (historic date range), allowing you to identify the categories driving growth. It also identifies the leading companies and their brands, and offers strategic analysis of key factors influencing demand - from new product developments, consumer lifestyles, route to market and pricing issues. Forecasts to 2027 illustrate how market demand is expected to evolve in the medium-term

Product coverage: Indoor Living, Lighting, Outdoor Living.

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 Furnishings 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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reliable information resources to help drive informed strategic planning.

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