

## **Computers and Peripherals in Thailand**

Market Direction | 2023-07-26 | 22 pages | Euromonitor

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### **Report description:**

Retail volume sales of computers and peripherals saw a steep decline in 2023, continuing the trend of the previous year. Such products experienced heightened demand in 2021, as the COVID-19 crisis forced consumers to spend more time working and studying at home. With many consumers having already upgraded their computers and peripherals at the height of the pandemic, they had no need to buy new devices and demand therefore slumped in 2023. Moreover, despite an upturn in the domestic economy, Tha...

Euromonitor International's Computers and Peripherals 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, Peripherals.

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

Why buy this report?

- \* Get a detailed picture of the Computers and Peripherals 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.

## **Table of Contents:**

Computers and Peripherals in Thailand  
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List Of Contents And Tables

### **COMPUTERS AND PERIPHERALS IN THAILAND**

#### **KEY DATA FINDINGS**

#### **2023 DEVELOPMENTS**

Challenging environment for computers and peripherals

Printers buck the declining sales trend, thanks to investments in new technology

Chinese manufacturers fail to gain traction

#### **PROSPECTS AND OPPORTUNITIES**

Challenging times lie ahead, with tablets leading the decline

Desktops and monitors will continue to lose ground to laptops

OLED screens will gain traction

#### **CATEGORY DATA**

Table 1 Sales of Computers and Peripherals by Category: Volume 2018-2023

Table 2 Sales of Computers and Peripherals by Category: Value 2018-2023

Table 3 Sales of Computers and Peripherals by Category: % Volume Growth 2018-2023

Table 4 Sales of Computers and Peripherals by Category: % Value Growth 2018-2023

Table 5 Sales of Computers by Category: Business Volume 2018-2023

Table 6 Sales of Computers by Category: Business Value MSP 2018-2023

Table 7 Sales of Computers by Category: Business Volume Growth 2018-2023

Table 8 Sales of Computers by Category: Business Value MSP Growth 2018-2023

Table 9 NBO Company Shares of Computers and Peripherals: % Volume 2019-2023

Table 10 □LBN Brand Shares of Computers and Peripherals: % Volume 2020-2023

Table 11 □Distribution of Computers and Peripherals by Channel: % Volume 2018-2023

Table 12 □Forecast Sales of Computers and Peripherals by Category: Volume 2023-2028

Table 13 □Forecast Sales of Computers and Peripherals by Category: Value 2023-2028

Table 14 □Forecast Sales of Computers and Peripherals by Category: % Volume Growth 2023-2028

Table 15 □Forecast Sales of Computers and Peripherals by Category: % Value Growth 2023-2028

Table 16 □Forecast Sales of Computers by Category: Business Volume 2023-2028

Table 17 □Forecast Sales of Computers by Category: Business Value MSP 2023-2028

Table 18 □Forecast Sales of Computers by Category: Business Volume Growth 2023-2028

Table 19 □Forecast Sales of Computers by Category: Business Value MSP Growth 2023-2028

### **CONSUMER ELECTRONICS IN THAILAND**

#### **EXECUTIVE SUMMARY**

Consumer electronics in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for consumer electronics?

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## MARKET DATA

Table 20 Sales of Consumer Electronics by Category: Volume 2018-2023

Table 21 Sales of Consumer Electronics by Category: Value 2018-2023

Table 22 Sales of Consumer Electronics by Category: % Volume Growth 2018-2023

Table 23 Sales of Consumer Electronics by Category: % Value Growth 2018-2023

Table 24 NBO Company Shares of Consumer Electronics: % Volume 2019-2023

Table 25 LBN Brand Shares of Consumer Electronics: % Volume 2020-2023

Table 26 Distribution of Consumer Electronics by Channel: % Volume 2018-2023

Table 27 Forecast Sales of Consumer Electronics by Category: Volume 2023-2028

Table 28 Forecast Sales of Consumer Electronics by Category: Value 2023-2028

Table 29 □Forecast Sales of Consumer Electronics by Category: % Volume Growth 2023-2028

Table 30 □Forecast Sales of Consumer Electronics by Category: % Value Growth 2023-2028

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## SOURCES

Summary 1 Research Sources

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