

## **Consumer Electronics in Thailand**

Market Direction | 2023-07-26 | 86 pages | Euromonitor

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### **Report description:**

Retail sales of consumer electronics saw a flat performance in volume terms in 2023, following a more significant decline in the previous year. Despite a rebound in the domestic economy, assisted by the recovery of international tourism and easing inflation, consumers continued to exercise a degree of caution when purchasing non-essential products.

Euromonitor International's Consumer Electronics 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 and Peripherals, In-Car Entertainment, In-Home Consumer Electronics, Portable Consumer Electronics.

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

Why buy this report?

- \* Get a detailed picture of the Consumer Electronics 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 reliable information resources to help drive informed strategic planning.

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Printers buck the declining sales trend, thanks to investments in new technology  
Chinese manufacturers fail to gain traction

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Pioneer builds on its lead

#### PROSPECTS AND OPPORTUNITIES

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Soundbars gain popularity

Wireless connection changes the home entertainment landscape

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Declining trend for home audio and cinema as consumers turn to space-saving devices

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OLED TVs lead growth

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#### 2023 DEVELOPMENTS

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#### PROSPECTS AND OPPORTUNITIES

Sales of imaging devices will continue their downward slide

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JBL retains its lead, but intense competition forces players to differentiate

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