

Mobile Phones in Thailand

Market Direction | 2023-07-26 | 20 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

Report description:

Retail volume sales of mobile phones saw modest growth in 2023, driven by smartphones, in contrast to the sharp seen in the previous year. The latter was due a worldwide shortage of semiconductor chips, which began prior to the pandemic and which had a knock-on effect on sales of many consumer electronics products. With the chip situation having eased somewhat in 2023, some consumers began to upgrade their old models, in line with normal replacement cycles.

Euromonitor International's Mobile Phones 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: Feature Phones, Smartphones.

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

Why buy this report?

- * Get a detailed picture of the Mobile Phones 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.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Mobile Phones in Thailand

Euromonitor International

July 2023

List Of Contents And Tables

MOBILE PHONES IN THAILAND

KEY DATA FINDINGS

2023 DEVELOPMENTS

Modest growth for mobile phones, thanks to continued roll out of 5G technology

Multifunctional nature of smartphones is key growth driver, with rise of cashless transactions and mobile gaming fuelling demand

Samsung faces intensified competition from Chinese players

PROSPECTS AND OPPORTUNITIES

Further rollout of 5G networks will fuel development of new services and applications

Foldable smartphones could find their niche

Further polarisation is expected in smartphones

CATEGORY DATA

Table 1 Sales of Mobile Phones by Category: Volume 2018-2023

Table 2 Sales of Mobile Phones by Category: Value 2018-2023

Table 3 Sales of Mobile Phones by Category: % Volume Growth 2018-2023

Table 4 Sales of Mobile Phones by Category: % Value Growth 2018-2023

Table 5 Sales of Smartphones by Screen Size: % Retail Volume 2020-2023

Table 6 NBO Company Shares of Mobile Phones: % Volume 2019-2023

Table 7 LBN Brand Shares of Mobile Phones: % Volume 2020-2023

Table 8 Distribution of Mobile Phones by Channel: % Volume 2018-2023

Table 9 Forecast Sales of Mobile Phones by Category: Volume 2023-2028

Table 10 ~~Forecast~~ Sales of Mobile Phones by Category: Value 2023-2028

Table 11 ~~Forecast~~ Sales of Mobile Phones by Category: % Volume Growth 2023-2028

Table 12 ~~Forecast~~ Sales of Mobile Phones by Category: % Value Growth 2023-2028

Table 13 ~~Forecast~~ Sales of Smartphones by Screen Size: % Retail Volume 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?

MARKET DATA

Table 14 Sales of Consumer Electronics by Category: Volume 2018-2023

Table 15 Sales of Consumer Electronics by Category: Value 2018-2023

Table 16 Sales of Consumer Electronics by Category: % Volume Growth 2018-2023

Table 17 Sales of Consumer Electronics by Category: % Value Growth 2018-2023

Table 18 NBO Company Shares of Consumer Electronics: % Volume 2019-2023

Table 19 LBN Brand Shares of Consumer Electronics: % Volume 2020-2023

Table 20 Distribution of Consumer Electronics by Channel: % Volume 2018-2023

Table 21 Forecast Sales of Consumer Electronics by Category: Volume 2023-2028

Table 22 Forecast Sales of Consumer Electronics by Category: Value 2023-2028

Table 23 Forecast Sales of Consumer Electronics by Category: % Volume Growth 2023-2028

Table 24 Forecast Sales of Consumer Electronics by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Mobile Phones in Thailand

Market Direction | 2023-07-26 | 20 pages | Euromonitor

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	Phone*	
First Name*	Last Name*	
Job title*		
Company Name*	EU Vat / Tax ID / NIP number*	
Address*	City*	
Zip Code*	Country*	
	Date	2026-02-13
	Signature	

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com