

## **Consumer Appliances in Thailand**

Market Direction | 2023-12-20 | 131 pages | Euromonitor

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### **Report description:**

Sales of consumer appliances continued to see steady growth in retail volume terms in 2023 boosted by new property development and fewer concerns about COVID-19. The government's economic stimulus programme also encouraged consumers to go shopping again which helped to drive demand for a wide variety of consumer appliances during the first quarter of 2023 in particular. Seasonal holidays such as Songkran Festival and Chinese New Year also feature annual sales events which is when many consumers...

Euromonitor International's Consumer 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 2018-2022, 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 2027 illustrate how the market is set to change.

Product coverage: Major Appliances, Small Appliances.

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 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.

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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### PROSPECTS AND OPPORTUNITIES

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