

Appliances and Electronics Specialists in Thailand

Market Direction | 2024-02-29 | 36 pages | Euromonitor

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Report description:

Current value sales in appliances and electronics specialists in Thailand continued their post-pandemic rebound in 2023. Over the end of 2022 and beginning of 2023, the Thai government introduced several stimulus measures, including the offer of cash rebates of 10-15% on purchases. These measures have played an important role in recovery and its pace. Channel players saw a slight dip in total revenue in 2023, in response to a variety of factors with cautious consumer spending being key.

Euromonitor International's Appliances and Electronics Specialists in Thailand report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

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

Why buy this report?

- * Get a detailed picture of the Appliances and Electronics Specialists 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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Rebound in demand aided by short-term government stimulus program

Digital devices encroach further on local lifestyles

Demand impacted by rising health and wellness trends, while competitive landscape remains fragmented

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