

Home Products Specialists in Thailand

Market Direction | 2024-02-29 | 39 pages | Euromonitor

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Report description:

Home products specialists in Thailand saw significant expansion in 2023 as big brands continued to roll out new stores, especially upcountry, and to tailor their business models to cater to local demand. Over the review period consumers showed rising preference for modern retail stores when it came to building materials and interior decorative goods. Major players with big-box store formats have been rapidly adding branches to conquer prime locations in large and secondary cities, and in doing s...

Euromonitor International's Home Products 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 hypermarkets, 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.

Product coverage: Home Improvement and Gardening Stores, Homewares and Home Furnishing Stores, Pet Shops and Superstores.

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

Why buy this report?

- * Get a detailed picture of the Home Products 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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KEY DATA FINDINGS

2023 DEVELOPMENTS

Channel sees substantial expansion thanks to investment of major brands

Previous purchases slow sales growth

Consumers have become more comfortable buying home products online

PROSPECTS AND OPPORTUNITIES

Local and independent retail operators adapt to grow, while demographic trends and government investment will boost channel performance

Differentiation through new and improved services and membership schemes

E-commerce will keep on rising

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11.11 or single day

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