

## **Home Improvement in Thailand**

Market Direction | 2024-05-29 | 19 pages | Euromonitor

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### **Report description:**

The home improvement market in Thailand saw relatively slower growth in current value terms in 2023, when compared the previous year. As discretionary spending shifted to outside the home, in line with the return to busier, pre-pandemic lifestyles, there was a decline in demand for many products within the category. In addition, the property market saw a slowdown in demand during the year, in the context of rising interest rates, which had a negative impact on sales of products such as bathroom...

Euromonitor International's Home Improvement in Thailand report offers a comprehensive guide to the size and shape of market demand at a national level. It provides the latest retail sales data (historic date range), allowing you to identify the categories driving growth. It also identifies the leading companies and their brands, and offers strategic analysis of key factors influencing demand - from new product developments, consumer lifestyles, route to market and pricing issues. Forecasts to 2028 illustrate how market demand is expected to evolve in the medium-term

Product coverage: Bathroom and Sanitaryware, Floor Covering, Hand Tools, Hardware, Home Paint, Kitchen Sinks, Other Home Improvement, Power Tools, Wall Covering.

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 Improvement 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

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**Table of Contents:**

Home Improvement in Thailand  
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List Of Contents And Tables

HOME IMPROVEMENT IN THAILAND

KEY DATA FINDINGS

2023 DEVELOPMENTS

Geometric and floral wallpapers gain popularity in Thai homes  
Hardwood and resilient flooring dominates, due to its durability

PROSPECTS AND OPPORTUNITIES

Growth will be limited by consumer price sensitivity, although increasing willingness to carry out small DIY projects will drive demand for power tools  
Demand for high-tech smart toilets is expected to rise  
Eco-friendly home improvement products will gain traction

CATEGORY DATA

- Table 1 Sales of Home Improvement by Category: Value 2018-2023
- Table 2 Sales of Home Improvement by Category: % Value Growth 2018-2023
- Table 3 NBO Company Shares of Home Improvement: % Value 2019-2023
- Table 4 LBN Brand Shares of Home Improvement: % Value 2020-2023
- Table 5 Distribution of Home Improvement by Format: % Value 2018-2023
- Table 6 Forecast Sales of Home Improvement by Category: Value 2023-2028
- Table 7 Forecast Sales of Home Improvement by Category: % Value Growth 2023-2028

HOME AND GARDEN IN THAILAND

EXECUTIVE SUMMARY

Home and garden in 2023: The big picture  
2023 key trends  
Competitive landscape  
Retailing developments  
What next for home and garden?

MARKET DATA

- Table 8 Sales of Home and Garden by Category: Value 2018-2023
- Table 9 Sales of Home and Garden by Category: % Value Growth 2018-2023
- Table 10 NBO Company Shares of Home and Garden: % Value 2019-2023
- Table 11 LBN Brand Shares of Home and Garden: % Value 2020-2023
- Table 12 Penetration of Private Label in Home and Garden by Category: % Value 2018-2023
- Table 13 Distribution of Home and Garden by Format: % Value 2018-2023
- Table 14 Distribution of Home and Garden by Format and Category: % Value 2023
- Table 15 Forecast Sales of Home and Garden by Category: Value 2023-2028
- Table 16 Forecast Sales of Home and Garden by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 Research Sources

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