

Homewares in Thailand

Market Direction | 2024-05-29 | 18 pages | Euromonitor

AVAILABLE LICENSES:

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

Report description:

The homewares market in Thailand continued to see positive growth in current value terms in 2023, with cookware and kitchen utensils leading the way. Traditional Thai cookware such as bamboo cookware, saw a particular increase in demand, indicating a rising fascination with authentic Thai cuisine. Thailand is a popular destination for food tourism, attracting visitors from around the world eager to explore its rich culinary heritage. With the return of tourists to the country after the COVID-19...

Euromonitor International's Homewares 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: Dining, Kitchen.

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

Why buy this report?

- * Get a detailed picture of the Homewares 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

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

reliable information resources to help drive informed strategic planning.

Table of Contents:

Homewares in Thailand
Euromonitor International
May 2024

List Of Contents And Tables

HOMEWARES IN THAILAND

KEY DATA FINDINGS

2023 DEVELOPMENTS

Rising demand for traditional Thai cookware

Brands offer eco-friendly options amid rising sustainability concerns

Trend towards ergonomic and artisanal designs

PROSPECTS AND OPPORTUNITIES

Multifunctional homewares to gain traction amongst Gen Z consumers

Silicone cooking utensils will grow popularity

Demand of cookware will continue to shift towards online channels

CATEGORY DATA

Table 1 Sales of Homewares by Category: Value 2018-2023

Table 2 Sales of Homewares by Category: % Value Growth 2018-2023

Table 3 Sales of Homewares by Material: % Value 2018-2023

Table 4 NBO Company Shares of Homewares: % Value 2019-2023

Table 5 LBN Brand Shares of Homewares: % Value 2020-2023

Table 6 Distribution of Homewares by Format: % Value 2018-2023

Table 7 Forecast Sales of Homewares by Category: Value 2023-2028

Table 8 Forecast Sales of Homewares 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 9 Sales of Home and Garden by Category: Value 2018-2023

Table 10 Sales of Home and Garden by Category: % Value Growth 2018-2023

Table 11 NBO Company Shares of Home and Garden: % Value 2019-2023

Table 12 LBN Brand Shares of Home and Garden: % Value 2020-2023

Table 13 Penetration of Private Label in Home and Garden by Category: % Value 2018-2023

Table 14 Distribution of Home and Garden by Format: % Value 2018-2023

Table 15 Distribution of Home and Garden by Format and Category: % Value 2023

Table 16 Forecast Sales of Home and Garden by Category: Value 2023-2028

Table 17 Forecast Sales of Home and Garden 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

Homewares in Thailand

Market Direction | 2024-05-29 | 18 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*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-10"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com