

Computers and Peripherals in Thailand

Market Direction | 2024-07-25 | 22 pages | Euromonitor

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Report description:

Retail volume sales of computers and peripherals in Thailand will continue to decline in 2024, albeit at a slower rate than the previous two years. Despite a gradually improving domestic economy, Thais remain wary of splashing out on discretionary products and are choosing to replace their devices less frequently. In addition, the laptop market appears to have reached saturation point, with many households already owning one of these products. Demand for laptops is also being hampered by competi...

Euromonitor International's Computers and Peripherals in Thailand report offers a comprehensive guide to the size and shape of the in-home, portable and in-car consumer electronics products markets at a national level. It provides the latest retail sales data, 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, distribution or pricing issues. Forecasts illustrate how the market is set to change.

Product coverage: Computers, Peripherals.

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

Why buy this report?

- * Get a detailed picture of the Computers and Peripherals 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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reliable information resources to help drive informed strategic planning.

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Printers buck the declining sales trend, thanks to investments in new technology, such as cloud-printing services
Chinese manufacturers fail to gain traction

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