

Consumer Electronics in Thailand

Market Direction | 2024-07-25 | 85 pages | Euromonitor

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Report description:

Retail sales of consumer electronics in Thailand are expected to contract at a modest rate in volume terms in 2023, following a more significant decline in the previous year. Despite an anticipated rebound in the domestic economy, assisted by the recovery of international tourism and easing inflation, consumers will continue to exercise a degree of caution when purchasing non-essential products.

Euromonitor International's Consumer Electronics 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 and Peripherals, In-Car Entertainment, In-Home Consumer Electronics, Portable Consumer Electronics.

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

Why buy this report?

- * Get a detailed picture of the Consumer Electronics 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

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reliable information resources to help drive informed strategic planning.

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

PROSPECTS AND OPPORTUNITIES

Desktops and monitors will continue to lose ground to laptops
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Soundbars buck declining sales trend

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Declining trend for home audio and cinema as consumers turn to space-saving devices

Focus on personalised and immersive audio experiences

Consumers will continue to prefer face-to-face sales for home audio and cinema products, despite rise of e-commerce

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Increasing presence of Chinese brands

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Smart TV technology will continue to evolve, offering consumers a more personalised and interactive experience

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PROSPECTS AND OPPORTUNITIES

Sales of imaging devices will continue their downward slide, thanks to further advancements in smartphones

Focus on advanced technology to attract niche consumer groups

Appliances and electronics specialists will continue to dominate distribution, but retailers may need to diversify, or switch to online retailing, to remain competitive

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Wireless speakers grow in popularity

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Continued roll out of 5G technology is key driver of demand

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