

Consumer Electronics in Thailand

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

AVAILABLE LICENSES:

- Single User Licence €2675.00
- Multiple User License (1 Site) €5350.00
- Multiple User License (Global) €8025.00

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

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:

Consumer Electronics in Thailand
Euromonitor International
July 2024

List Of Contents And Tables

CONSUMER ELECTRONICS IN THAILAND

EXECUTIVE SUMMARY

Consumer electronics in 2024: The big picture
2024 key trends
Competitive landscape
Retailing developments
What next for consumer electronics?

MARKET DATA

Table 1 Sales of Consumer Electronics by Category: Volume 2019-2024
Table 2 Sales of Consumer Electronics by Category: Value 2019-2024
Table 3 Sales of Consumer Electronics by Category: % Volume Growth 2019-2024
Table 4 Sales of Consumer Electronics by Category: % Value Growth 2019-2024
Table 5 NBO Company Shares of Consumer Electronics: % Volume 2020-2024
Table 6 LBN Brand Shares of Consumer Electronics: % Volume 2021-2024
Table 7 Distribution of Consumer Electronics by Channel: % Volume 2019-2024
Table 8 Forecast Sales of Consumer Electronics by Category: Volume 2024-2029
Table 9 Forecast Sales of Consumer Electronics by Category: Value 2024-2029
Table 10 □Forecast Sales of Consumer Electronics by Category: % Volume Growth 2024-2029
Table 11 □Forecast Sales of Consumer Electronics by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 Research Sources

COMPUTERS AND PERIPHERALS IN THAILAND

KEY DATA FINDINGS

2024 DEVELOPMENTS

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
Focus on specialisation and integration of advanced technologies in laptops and printers
Greater emphasis on sustainability and resource efficiency

CATEGORY DATA

Table 12 Sales of Computers and Peripherals by Category: Volume 2019-2024
Table 13 Sales of Computers and Peripherals by Category: Value 2019-2024
Table 14 Sales of Computers and Peripherals by Category: % Volume Growth 2019-2024
Table 15 Sales of Computers and Peripherals by Category: % Value Growth 2019-2024

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Table 16 Sales of Computers by Category: Business Volume 2019-2024
Table 17 Sales of Computers by Category: Business Value MSP 2019-2024
Table 18 Sales of Computers by Category: Business Volume Growth 2019-2024
Table 19 Sales of Computers by Category: Business Value MSP Growth 2019-2024
Table 20 NBO Company Shares of Computers and Peripherals: % Volume 2020-2024
Table 21 □LBN Brand Shares of Computers and Peripherals: % Volume 2021-2024
Table 22 □Distribution of Computers and Peripherals by Channel: % Volume 2019-2024
Table 23 □Forecast Sales of Computers and Peripherals by Category: Volume 2024-2029
Table 24 □Forecast Sales of Computers and Peripherals by Category: Value 2024-2029
Table 25 □Forecast Sales of Computers and Peripherals by Category: % Volume Growth 2024-2029
Table 26 □Forecast Sales of Computers and Peripherals by Category: % Value Growth 2024-2029
Table 27 □Forecast Sales of Computers by Category: Business Volume 2024-2029
Table 28 □Forecast Sales of Computers by Category: Business Value MSP 2024-2029
Table 29 □Forecast Sales of Computers by Category: Business Volume Growth 2024-2029
Table 30 □Forecast Sales of Computers by Category: Business Value MSP Growth 2024-2029

IN-CAR ENTERTAINMENT IN THAILAND

KEY DATA FINDINGS

2024 DEVELOPMENTS

In-car navigation drives closer to obsolescence, thanks to shift towards smartphone integration

Focus on connectivity and advanced features

Electric vehicles provide a further obstacle to the development of in-car entertainment

PROSPECTS AND OPPORTUNITIES

Continued shift away from in-car navigation

In-car speakers and in-dash media players could gain popularity in second-hand car market

Future in-car entertainment systems will offer seamless integration and personalisation

CATEGORY DATA

Table 31 Sales of In-Car Entertainment by Category: Volume 2019-2024
Table 32 Sales of In-Car Entertainment by Category: Value 2019-2024
Table 33 Sales of In-Car Entertainment by Category: % Volume Growth 2019-2024
Table 34 Sales of In-Car Entertainment by Category: % Value Growth 2019-2024
Table 35 NBO Company Shares of In-Car Entertainment: % Volume 2020-2024
Table 36 LBN Brand Shares of In-Car Entertainment: % Volume 2021-2024
Table 37 Distribution of In-Car Entertainment by Channel: % Volume 2019-2024
Table 38 Forecast Sales of In-Car Entertainment by Category: Volume 2024-2029
Table 39 Forecast Sales of In-Car Entertainment by Category: Value 2024-2029
Table 40 □Forecast Sales of In-Car Entertainment by Category: % Volume Growth 2024-2029
Table 41 □Forecast Sales of In-Car Entertainment by Category: % Value Growth 2024-2029

HOME AUDIO AND CINEMA IN THAILAND

KEY DATA FINDINGS

2024 DEVELOPMENTS

Shift towards more compact and convenient home entertainment solutions

Slow economic recovery dampens sales

Soundbars buck declining sales trend

PROSPECTS AND OPPORTUNITIES

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

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

CATEGORY DATA

Table 42 Sales of Home Audio and Cinema by Category: Volume 2019-2024

Table 43 Sales of Home Audio and Cinema by Category: Value 2019-2024

Table 44 Sales of Home Audio and Cinema by Category: % Volume Growth 2019-2024

Table 45 Sales of Home Audio and Cinema by Category: % Value Growth 2019-2024

Table 46 NBO Company Shares of Home Audio and Cinema: % Volume 2020-2024

Table 47 LBN Brand Shares of Home Audio and Cinema: % Volume 2021-2024

Table 48 Distribution of Home Audio and Cinema by Channel: % Volume 2020-2024

Table 49 Forecast Sales of Home Audio and Cinema by Category: Volume 2024-2029

Table 50 Forecast Sales of Home Audio and Cinema by Category: Value 2024-2029

Table 51 □Forecast Sales of Home Audio and Cinema by Category: % Volume Growth 2024-2029

Table 52 □Forecast Sales of Home Audio and Cinema by Category: % Value Growth 2024-2029

HOME VIDEO IN THAILAND

KEY DATA FINDINGS

2024 DEVELOPMENTS

Shift towards streaming services and on-demand content

Smart TVs become more popular

Increasing presence of Chinese brands

PROSPECTS AND OPPORTUNITIES

Growth will continue to be driven by televisions while video players fall into oblivion

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

Chinese TVs will expand their online presence

CATEGORY DATA

Table 53 Sales of Home Video by Category: Volume 2019-2024

Table 54 Sales of Home Video by Category: Value 2019-2024

Table 55 Sales of Home Video by Category: % Volume Growth 2019-2024

Table 56 Sales of Home Video by Category: % Value Growth 2019-2024

Table 57 Sales of LCD TVs by Network Connectivity: % Retail Volume 2019-2024

Table 58 NBO Company Shares of Home Video: % Volume 2020-2024

Table 59 LBN Brand Shares of Home Video: % Volume 2021-2024

Table 60 Distribution of Home Video by Channel: % Volume 2019-2024

Table 61 Forecast Sales of Home Video by Category: Volume 2024-2029

Table 62 □Forecast Sales of Home Video by Category: Value 2024-2029

Table 63 □Forecast Sales of Home Video by Category: % Volume Growth 2024-2029

Table 64 □Forecast Sales of Home Video by Category: % Value Growth 2024-2029

Table 65 □Forecast Sales of LCD TVs by Network Connectivity: % Retail Volume 2024-2029

IMAGING DEVICES IN THAILAND

KEY DATA FINDINGS

2024 DEVELOPMENTS

Popularity of smartphone photography cannibalises sales of imaging devices

Imaging devices continue to have niche appeal

GoPro leads, while other players shift to premium-positioned products

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

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

CATEGORY DATA

Table 66 Sales of Imaging Devices by Category: Volume 2019-2024

Table 67 Sales of Imaging Devices by Category: Value 2019-2024

Table 68 Sales of Imaging Devices by Category: % Volume Growth 2019-2024

Table 69 Sales of Imaging Devices by Category: % Value Growth 2019-2024

Table 70 NBO Company Shares of Imaging Devices: % Volume 2020-2024

Table 71 LBN Brand Shares of Imaging Devices: % Volume 2021-2024

Table 72 Distribution of Imaging Devices by Channel: % Volume 2019-2024

Table 73 Forecast Sales of Imaging Devices by Category: Volume 2024-2029

Table 74 Forecast Sales of Imaging Devices by Category: Value 2024-2029

Table 75 □Forecast Sales of Imaging Devices by Category: % Volume Growth 2024-2029

Table 76 □Forecast Sales of Imaging Devices by Category: % Value Growth 2024-2029

PORTABLE PLAYERS IN THAILAND

KEY DATA FINDINGS

2024 DEVELOPMENTS

Portable media players lose relevance, due to ubiquity of smartphones

Wireless speakers grow in popularity

JBL retains its lead, but intense competition forces players to differentiate

PROSPECTS AND OPPORTUNITIES

Wireless speakers will be the sole positive performer

As sales of portable media players continue to fall, players will focus on the development of more specialised, niche products

E-readers will fail to thrive

CATEGORY DATA

Table 77 Sales of Portable Players by Category: Volume 2019-2024

Table 78 Sales of Portable Players by Category: Value 2019-2024

Table 79 Sales of Portable Players by Category: % Volume Growth 2019-2024

Table 80 Sales of Portable Players by Category: % Value Growth 2019-2024

Table 81 NBO Company Shares of Portable Players: % Volume 2020-2024

Table 82 LBN Brand Shares of Portable Players: % Volume 2021-2024

Table 83 Distribution of Portable Players by Channel: % Volume 2019-2024

Table 84 Forecast Sales of Portable Players by Category: Volume 2024-2029

Table 85 Forecast Sales of Portable Players by Category: Value 2024-2029

Table 86 □Forecast Sales of Portable Players by Category: % Volume Growth 2024-2029

Table 87 □Forecast Sales of Portable Players by Category: % Value Growth 2024-2029

MOBILE PHONES IN THAILAND

KEY DATA FINDINGS

2024 DEVELOPMENTS

Mobile phones approach maturity

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

Focus on specialised features and niche markets

PROSPECTS AND OPPORTUNITIES

Further rollout of 5G networks will fuel development of new services and applications

Foldable smartphones could find their niche

Focus on personalisation, security, and user privacy

CATEGORY DATA

Table 88 Sales of Mobile Phones by Category: Volume 2019-2024

Table 89 Sales of Mobile Phones by Category: Value 2019-2024

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Table 90 Sales of Mobile Phones by Category: % Volume Growth 2019-2024
Table 91 Sales of Mobile Phones by Category: % Value Growth 2019-2024
Table 92 Sales of Smartphones by Screen Size: % Retail Volume 2021-2024
Table 93 NBO Company Shares of Mobile Phones: % Volume 2020-2024
Table 94 LBN Brand Shares of Mobile Phones: % Volume 2021-2024
Table 95 Distribution of Mobile Phones by Channel: % Volume 2019-2024
Table 96 Forecast Sales of Mobile Phones by Category: Volume 2024-2029
Table 97 □Forecast Sales of Mobile Phones by Category: Value 2024-2029
Table 98 □Forecast Sales of Mobile Phones by Category: % Volume Growth 2024-2029
Table 99 □Forecast Sales of Mobile Phones by Category: % Value Growth 2024-2029
Table 100 □Forecast Sales of Smartphones by Screen Size: % Retail Volume 2024-2029

WEARABLE ELECTRONICS IN THAILAND

KEY DATA FINDINGS

2024 DEVELOPMENTS

Health and wellness trends continue to drive growth
Movement towards devices with enhanced connectivity and more advanced features
Xiaomi sees increasing competition from Apple and Samsung

PROSPECTS AND OPPORTUNITIES

Smart wearables will drive growth, with a focus on seamless connectivity, enhanced functionality, and personalisation.
Growth in elderly population offers opportunities for proactive health management and medical integration
Store-based retailers to benefit from increasing sophistication of smart wearables, while e-commerce will continue to grow

CATEGORY DATA

Table 101 Sales of Wearable Electronics by Category: Volume 2019-2024
Table 102 Sales of Wearable Electronics by Category: Value 2019-2024
Table 103 Sales of Wearable Electronics by Category: % Volume Growth 2019-2024
Table 104 Sales of Wearable Electronics by Category: % Value Growth 2019-2024
Table 105 NBO Company Shares of Wearable Electronics: % Volume 2020-2024
Table 106 LBN Brand Shares of Wearable Electronics: % Volume 2021-2024
Table 107 Distribution of Wearable Electronics by Channel: % Volume 2019-2024
Table 108 Forecast Sales of Wearable Electronics by Category: Volume 2024-2029
Table 109 Forecast Sales of Wearable Electronics by Category: Value 2024-2029
Table 110 □Forecast Sales of Wearable Electronics by Category: % Volume Growth 2024-2029
Table 111 □Forecast Sales of Wearable Electronics by Category: % Value Growth 2024-2029

HEADPHONES IN THAILAND

KEY DATA FINDINGS

2024 DEVELOPMENTS

Lifestyle trends drive demand, with TWS earbuds leading the way
Cutting-edge technology enhances audio experiences
E-commerce remains dominant distribution channel

PROSPECTS AND OPPORTUNITIES

Increasing use of smartphones and complementary products and services will drive growth in headphones
Further advancements in audio technology will drive demand
Bone conduction technology may affect demand

CATEGORY DATA

Table 112 Sales of Headphones by Category: Volume 2019-2024
Table 113 Sales of Headphones by Category: Value 2019-2024
Table 114 Sales of Headphones by Category: % Volume Growth 2019-2024

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Table 115 Sales of Headphones by Category: % Value Growth 2019-2024
Table 116 NBO Company Shares of Headphones: % Volume 2020-2024
Table 117 LBN Brand Shares of Headphones: % Volume 2021-2024
Table 118 Distribution of Headphones by Channel: % Volume 2019-2024
Table 119 Forecast Sales of Headphones by Category: Volume 2024-2029
Table 120 Forecast Sales of Headphones by Category: Value 2024-2029
Table 121 □Forecast Sales of Headphones by Category: % Volume Growth 2024-2029
Table 122 □Forecast Sales of Headphones by Category: % Value Growth 2024-2029

Consumer Electronics in Thailand

Market Direction | 2024-07-25 | 85 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@scott's-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€2675.00
	Multiple User License (1 Site)	€5350.00
	Multiple User License (Global)	€8025.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scott's-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="2025-05-06"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scott's-international.com

www.scott's-international.com