

Home Laundry Appliances in Thailand

Market Direction | 2024-12-16 | 40 pages | Euromonitor

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Report description:

Retail volume sales of home laundry appliances are expected to register modest growth in Thailand in 2024. Chinese brands emerged as formidable competitors in home laundry appliances in Thailand towards the end of the review period, with these brands largely focusing on the low to mid-price segment. Their offerings have been well received by budget conscious consumers, owing to the combination of low prices and attractive features. Other strong selling points for these brands include the offer o...

Euromonitor International's Home Laundry Appliances in Thailand report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023, 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, format trends or distribution issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Automatic Dryers, Automatic Washer Dryers, Automatic Washing Machines, Built-in Home Laundry Appliances, Freestanding Home Laundry Appliances, Semi-Automatic Washing Machines.

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 Laundry Appliances 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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