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Computers and Peripherals in Thailand

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Abstracts

The tablets category is in steady decline as more Thai consumers are preferring to do their web-browsing on smartphones. The average unit price of tablets is nearly twice as much as that of smartphones, which further drives consumers' preference for the latter over the former. Moreover, the average screen sizes of smartphones are becoming larger and the devices often come with features that surpass those of tablets. A smartphone can complete tasks almost as well as a PC or notebook computer. Bei...

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;

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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 reliable information resources to help drive informed strategic planning.

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