

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;

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.

Contents

Headlines

Prospects

Tablets Need To Redefine Their Usp As Smartphones Are More Than A Match

the Gaming Craze Is Set To Boost High-spec Laptops Over the Forecast Period

Customised PCs Can Strike the Right Balance of Specification and Cost

Competitive Landscape

Leading Laptop Brands Invest in the Premium Segment and the Growing Gaming Trend

in Peripherals, Printers Face Decline While Monitors for Business Use Mitigate Overall

Fall in Sales

Category Data

Table 1 Sales of Computers and Peripherals by Category: Volume 2014-2019

Table 2 Sales of Computers and Peripherals by Category: Value 2014-2019

Table 3 Sales of Computers and Peripherals by Category: % Volume Growth
2014-2019

Table 4 Sales of Computers and Peripherals by Category: % Value Growth 2014-2019

Table 5 Sales of Computers by Category: Business Volume 2014-2019

Table 6 Sales of Computers by Category: Business Value MSP 2014-2019

Table 7 Sales of Computers by Category: Business Volume Growth 2014-2019

Table 8 Sales of Computers by Category: Business Value MSP Growth 2014-2019

Table 9 Sales of Laptops by Form Factor 2018-2019

Table 10 Sales of Tablets by Operating System 2014-2019

Table 11 NBO Company Shares of Computers and Peripherals: % Volume 2015-2019

Table 12 LBN Brand Shares of Computers and Peripherals: % Volume 2016-2019

Table 13 Distribution of Computers and Peripherals by Channel: % Volume 2014-2019

Table 14 Forecast Sales of Computers and Peripherals by Category: Volume
2019-2024

Table 15 Forecast Sales of Computers and Peripherals by Category: Value 2019-2024

Table 16 Forecast Sales of Computers and Peripherals by Category: % Volume
Growth 2019-2024

Table 17 Forecast Sales of Computers and Peripherals by Category: % Value Growth
2019-2024

Table 18 Forecast Sales of Computers by Category: Business Volume 2019-2024

Table 19 Forecast Sales of Computers by Category: Business Value MSP 2019-2024

Table 20 Forecast Sales of Computers by Category: Business Volume Growth
2019-2024

Table 21 Forecast Sales of Computers by Category: Business Value MSP Growth
2019-2024

Table 22 Forecast Sales of Laptops by Form Factor 2019-2024

Table 23 Forecast Sales of Tablets by Operating System 2019-2024

Executive Summary

Smartphones Control Other Devices - and the Market

Gaming Is A Serious Business in Thailand

Chinese Brands Are Hugely Popular With Thais Thanks To Low Prices and Good Quality

More People Are Shopping Online Although the Majority Prefer the Personal Touch

5g Could Open the Gates To A New Wave of Smart Devices in Thailand

Market Data

Table 24 Sales of Consumer Electronics by Category: Volume 2014-2019

Table 25 Sales of Consumer Electronics by Category: Value 2014-2019

Table 26 Sales of Consumer Electronics by Category: % Volume Growth 2014-2019

Table 27 Sales of Consumer Electronics by Category: % Value Growth 2014-2019

Table 28 NBO Company Shares of Consumer Electronics: % Volume 2015-2019

Table 29 LBN Brand Shares of Consumer Electronics: % Volume 2016-2019

Table 30 Distribution of Consumer Electronics by Channel: % Volume 2014-2019

Table 31 Forecast Sales of Consumer Electronics by Category: Volume 2019-2024

Table 32 Forecast Sales of Consumer Electronics by Category: Value 2019-2024

Table 33 Forecast Sales of Consumer Electronics by Category: % Volume Growth 2019-2024

Table 34 Forecast Sales of Consumer Electronics by Category: % Value Growth 2019-2024

Sources

Summary 1 Research Sources

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