

# Consumer Electronics in Thailand

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## Abstracts

Retail sales of consumer electronics saw a flat performance in volume terms in 2023, following a more significant decline in the previous year. Despite a rebound in the domestic economy, assisted by the recovery of international tourism and easing inflation, consumers continued 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 reliable information resources to help drive informed strategic planning.

## Contents

### CONSUMER ELECTRONICS IN THAILAND

#### EXECUTIVE SUMMARY

Consumer electronics in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for consumer electronics?

#### MARKET DATA

Table 1 Sales of Consumer Electronics by Category: Volume 2018-2023

Table 2 Sales of Consumer Electronics by Category: Value 2018-2023

Table 3 Sales of Consumer Electronics by Category: % Volume Growth 2018-2023

Table 4 Sales of Consumer Electronics by Category: % Value Growth 2018-2023

Table 5 NBO Company Shares of Consumer Electronics: % Volume 2019-2023

Table 6 LBN Brand Shares of Consumer Electronics: % Volume 2020-2023

Table 7 Distribution of Consumer Electronics by Channel: % Volume 2018-2023

Table 8 Forecast Sales of Consumer Electronics by Category: Volume 2023-2028

Table 9 Forecast Sales of Consumer Electronics by Category: Value 2023-2028

Table 10 Forecast Sales of Consumer Electronics by Category: % Volume Growth 2023-2028

Table 11 Forecast Sales of Consumer Electronics by Category: % Value Growth 2023-2028

#### DISCLAIMER

#### SOURCES

Summary 1 Research Sources

### COMPUTERS AND PERIPHERALS IN THAILAND

#### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Challenging environment for computers and peripherals

Printers buck the declining sales trend, thanks to investments in new technology

Chinese manufacturers fail to gain traction

#### PROSPECTS AND OPPORTUNITIES

Challenging times lie ahead, with tablets leading the decline

Desktops and monitors will continue to lose ground to laptops

OLED screens will gain traction

#### CATEGORY DATA

Table 12 Sales of Computers and Peripherals by Category: Volume 2018-2023

Table 13 Sales of Computers and Peripherals by Category: Value 2018-2023

Table 14 Sales of Computers and Peripherals by Category: % Volume Growth  
2018-2023

Table 15 Sales of Computers and Peripherals by Category: % Value Growth 2018-2023

Table 16 Sales of Computers by Category: Business Volume 2018-2023

Table 17 Sales of Computers by Category: Business Value MSP 2018-2023

Table 18 Sales of Computers by Category: Business Volume Growth 2018-2023

Table 19 Sales of Computers by Category: Business Value MSP Growth 2018-2023

Table 20 NBO Company Shares of Computers and Peripherals: % Volume 2019-2023

Table 21 LBN Brand Shares of Computers and Peripherals: % Volume 2020-2023

Table 22 Distribution of Computers and Peripherals by Channel: % Volume 2018-2023

Table 23 Forecast Sales of Computers and Peripherals by Category: Volume  
2023-2028

Table 24 Forecast Sales of Computers and Peripherals by Category: Value 2023-2028

Table 25 Forecast Sales of Computers and Peripherals by Category: % Volume Growth  
2023-2028

Table 26 Forecast Sales of Computers and Peripherals by Category: % Value Growth  
2023-2028

Table 27 Forecast Sales of Computers by Category: Business Volume 2023-2028

Table 28 Forecast Sales of Computers by Category: Business Value MSP 2023-2028

Table 29 Forecast Sales of Computers by Category: Business Volume Growth  
2023-2028

Table 30 Forecast Sales of Computers by Category: Business Value MSP Growth  
2023-2028

## IN-CAR ENTERTAINMENT IN THAILAND

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

In-car navigation drives closer to obsolescence, thanks to growing popularity of smartphone apps

In-dash media players focus on double-din touchscreen units

Pioneer builds on its lead

### PROSPECTS AND OPPORTUNITIES

Continued shift away from in-car navigation and in-dash media players, although second-hand cars provide opportunities

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

Store-based retail channels still lead but e-commerce is set to rise

### CATEGORY DATA

Table 31 Sales of In-Car Entertainment by Category: Volume 2018-2023

Table 32 Sales of In-Car Entertainment by Category: Value 2018-2023

Table 33 Sales of In-Car Entertainment by Category: % Volume Growth 2018-2023

Table 34 Sales of In-Car Entertainment by Category: % Value Growth 2018-2023

Table 35 NBO Company Shares of In-Car Entertainment: % Volume 2019-2023

Table 36 LBN Brand Shares of In-Car Entertainment: % Volume 2020-2023

Table 37 Distribution of In-Car Entertainment by Channel: % Volume 2018-2023

Table 38 Forecast Sales of In-Car Entertainment by Category: Volume 2023-2028

Table 39 Forecast Sales of In-Car Entertainment by Category: Value 2023-2028

Table 40 Forecast Sales of In-Car Entertainment by Category: % Volume Growth 2023-2028

Table 41 Forecast Sales of In-Car Entertainment by Category: % Value Growth 2023-2028

## HOME AUDIO AND CINEMA IN THAILAND

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Shift towards more compact and convenient home entertainment solutions

Soundbars gain popularity

Wireless connection changes the home entertainment landscape

### PROSPECTS AND OPPORTUNITIES

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

Audio separate and speakers will become niche products, while digital media docks will fail to attract customers, despite falling unit prices

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

### CATEGORY DATA

Table 42 Sales of Home Audio and Cinema by Category: Volume 2018-2023

Table 43 Sales of Home Audio and Cinema by Category: Value 2018-2023

Table 44 Sales of Home Audio and Cinema by Category: % Volume Growth 2018-2023

Table 45 Sales of Home Audio and Cinema by Category: % Value Growth 2018-2023

Table 46 NBO Company Shares of Home Audio and Cinema: % Volume 2019-2023

Table 47 LBN Brand Shares of Home Audio and Cinema: % Volume 2020-2023

Table 48 Distribution of Home Audio and Cinema by Channel: % Volume 2019-2023

Table 49 Forecast Sales of Home Audio and Cinema by Category: Volume 2023-2028

Table 50 Forecast Sales of Home Audio and Cinema by Category: Value 2023-2028

Table 51 Forecast Sales of Home Audio and Cinema by Category: % Volume Growth 2023-2028

Table 52 Forecast Sales of Home Audio and Cinema by Category: % Value Growth 2023-2028

## HOME VIDEO IN THAILAND

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Positive growth in 2023, as worldwide chip shortage begins to subside

OLED TVs lead growth

Increasing presence of Chinese brands

#### PROSPECTS AND OPPORTUNITIES

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

OLED is unlikely to replace LCD by the end of the forecast period

Chinese TVs will expand their online presence

#### CATEGORY DATA

Table 53 Sales of Home Video by Category: Volume 2018-2023

Table 54 Sales of Home Video by Category: Value 2018-2023

Table 55 Sales of Home Video by Category: % Volume Growth 2018-2023

Table 56 Sales of Home Video by Category: % Value Growth 2018-2023

Table 57 Sales of LCD TVs by Network Connectivity: % Retail Volume 2018-2023

Table 58 NBO Company Shares of Home Video: % Volume 2019-2023

Table 59 LBN Brand Shares of Home Video: % Volume 2020-2023

Table 60 Distribution of Home Video by Channel: % Volume 2018-2023

Table 61 Forecast Sales of Home Video by Category: Volume 2023-2028

Table 62 Forecast Sales of Home Video by Category: Value 2023-2028

Table 63 Forecast Sales of Home Video by Category: % Volume Growth 2023-2028

Table 64 Forecast Sales of Home Video by Category: % Value Growth 2023-2028

Table 65 Forecast Sales of LCD TVs by Network Connectivity: % Retail Volume 2023-2028

#### IMAGING DEVICES IN THAILAND

##### KEY DATA FINDINGS

##### 2023 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

Focus on DSLR and mirrorless camera segments

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

#### CATEGORY DATA

Table 66 Sales of Imaging Devices by Category: Volume 2018-2023

Table 67 Sales of Imaging Devices by Category: Value 2018-2023

Table 68 Sales of Imaging Devices by Category: % Volume Growth 2018-2023

Table 69 Sales of Imaging Devices by Category: % Value Growth 2018-2023

Table 70 NBO Company Shares of Imaging Devices: % Volume 2019-2023



Table 71 LBN Brand Shares of Imaging Devices: % Volume 2020-2023

Table 72 Distribution of Imaging Devices by Channel: % Volume 2018-2023

Table 73 Forecast Sales of Imaging Devices by Category: Volume 2023-2028

Table 74 Forecast Sales of Imaging Devices by Category: Value 2023-2028

Table 75 Forecast Sales of Imaging Devices by Category: % Volume Growth 2023-2028

Table 76 Forecast Sales of Imaging Devices by Category: % Value Growth 2023-2028

## PORTABLE PLAYERS IN THAILAND

### KEY DATA FINDINGS

#### 2023 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

Sales of portable media players will continue to fall, as they become a niche product

E-readers will fail to thrive

Wireless speakers will be the sole positive performer

### CATEGORY DATA

Table 77 Sales of Portable Players by Category: Volume 2018-2023

Table 78 Sales of Portable Players by Category: Value 2018-2023

Table 79 Sales of Portable Players by Category: % Volume Growth 2018-2023

Table 80 Sales of Portable Players by Category: % Value Growth 2018-2023

Table 81 NBO Company Shares of Portable Players: % Volume 2019-2023

Table 82 LBN Brand Shares of Portable Players: % Volume 2020-2023

Table 83 Distribution of Portable Players by Channel: % Volume 2018-2023

Table 84 Forecast Sales of Portable Players by Category: Volume 2023-2028

Table 85 Forecast Sales of Portable Players by Category: Value 2023-2028

Table 86 Forecast Sales of Portable Players by Category: % Volume Growth 2023-2028

Table 87 Forecast Sales of Portable Players by Category: % Value Growth 2023-2028

## MOBILE PHONES IN THAILAND

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Modest growth for mobile phones, thanks to continued roll out of 5G technology

Multifunctional nature of smartphones is key growth driver, with rise of cashless transactions and mobile gaming fuelling demand

Samsung faces intensified competition from Chinese players

### PROSPECTS AND OPPORTUNITIES

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

Foldable smartphones could find their niche

Further polarisation is expected in smartphones

## CATEGORY DATA

Table 88 Sales of Mobile Phones by Category: Volume 2018-2023

Table 89 Sales of Mobile Phones by Category: Value 2018-2023

Table 90 Sales of Mobile Phones by Category: % Volume Growth 2018-2023

Table 91 Sales of Mobile Phones by Category: % Value Growth 2018-2023

Table 92 Sales of Smartphones by Screen Size: % Retail Volume 2020-2023

Table 93 NBO Company Shares of Mobile Phones: % Volume 2019-2023

Table 94 LBN Brand Shares of Mobile Phones: % Volume 2020-2023

Table 95 Distribution of Mobile Phones by Channel: % Volume 2018-2023

Table 96 Forecast Sales of Mobile Phones by Category: Volume 2023-2028

Table 97 Forecast Sales of Mobile Phones by Category: Value 2023-2028

Table 98 Forecast Sales of Mobile Phones by Category: % Volume Growth 2023-2028

Table 99 Forecast Sales of Mobile Phones by Category: % Value Growth 2023-2028

Table 100 Forecast Sales of Smartphones by Screen Size: % Retail Volume 2023-2028

## WEARABLE ELECTRONICS IN THAILAND

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Health and wellness trends continue to drive growth

Move towards cashless society drives demand

Outdoor activities inform innovation

### PROSPECTS AND OPPORTUNITIES

Smart wearables will drive growth

Growth in elderly population offers opportunities for development

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 2018-2023

Table 102 Sales of Wearable Electronics by Category: Value 2018-2023

Table 103 Sales of Wearable Electronics by Category: % Volume Growth 2018-2023

Table 104 Sales of Wearable Electronics by Category: % Value Growth 2018-2023

Table 105 NBO Company Shares of Wearable Electronics: % Volume 2019-2023

Table 106 LBN Brand Shares of Wearable Electronics: % Volume 2020-2023

Table 107 Distribution of Wearable Electronics by Channel: % Volume 2018-2023

Table 108 Forecast Sales of Wearable Electronics by Category: Volume 2023-2028

Table 109 Forecast Sales of Wearable Electronics by Category: Value 2023-2028

Table 110 Forecast Sales of Wearable Electronics by Category: % Volume Growth 2023-2028

Table 111 Forecast Sales of Wearable Electronics by Category: % Value Growth 2023-2028



## HEADPHONES IN THAILAND

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Lifestyle trends drive demand

TWS earbuds will cannibalise sales of wireless earphones

E-commerce remains dominant distribution channel

#### PROSPECTS AND OPPORTUNITIES

Increasing use of smartphones and complementary products and services will drive growth in headphones

Bone conduction technology may affect demand

Prices will drop, despite continuation of premiumisation trends

#### CATEGORY DATA

Table 112 Sales of Headphones by Category: Volume 2018-2023

Table 113 Sales of Headphones by Category: Value 2018-2023

Table 114 Sales of Headphones by Category: % Volume Growth 2018-2023

Table 115 Sales of Headphones by Category: % Value Growth 2018-2023

Table 116 NBO Company Shares of Headphones: % Volume 2019-2023

Table 117 LBN Brand Shares of Headphones: % Volume 2020-2023

Table 118 Distribution of Headphones by Channel: % Volume 2018-2023

Table 119 Forecast Sales of Headphones by Category: Volume 2023-2028

Table 120 Forecast Sales of Headphones by Category: Value 2023-2028

Table 121 Forecast Sales of Headphones by Category: % Volume Growth 2023-2028

Table 122 Forecast Sales of Headphones by Category: % Value Growth 2023-2028

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