

# Furniture and Homewares Stores in Thailand

<https://marketpublishers.com/r/F608708AEEDEN.html>

Date: July 2013

Pages: 36

Price: US\$ 990.00 (Single User License)

ID: F608708AEEDEN

## Abstracts

While the rest of retailing had a negative impact from the serious flooding in Bangkok and nearby areas in 2011, furniture and homewares stores received a positive impact from it. While residential areas in Bangkok and nearby areas were flooded, many people were in need of new furniture and homewares in order to replace the damaged ones. Demand was therefore strongly driven. Moreover, the government policy under first home scheme project which intended to lower personal income tax for first...

Euromonitor International's Furniture and Homewares Stores in Thailand report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

### Why buy this report?

Get a detailed picture of the Furniture and Homewares Stores 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.

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Euromonitor International

July 2013

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