

Home and Garden in Thailand

<https://marketpublishers.com/r/HAC52E19B3BEN.html>

Date: May 2023

Pages: 45

Price: US\$ 2,100.00 (Single User License)

ID: HAC52E19B3BEN

Abstracts

Thailand witnessed an increase in consumer confidence in 2022, which was attributed to the reopening of the country to inbound tourism and an increase in international trade. However, there was a surge in the inflation rate due to soaring energy prices which was the result of Russia's invasion of Ukraine in early 2022. This increase in energy costs led to a rise in agricultural expenses and subsequently food prices, contributing to an overall inflation rate of 6.1% in Thailand.

Euromonitor International's Home and Garden in Thailand report offers a comprehensive guide to the size and shape of market demand at a national level. It provides the latest retail sales data (historic date range), allowing you to identify the categories driving growth. It also identifies the leading companies and their brands, and offers strategic analysis of key factors influencing demand - from new product developments, consumer lifestyles, route to market and pricing issues. Forecasts to 2027 illustrate how market demand is expected to evolve in the medium-term

Product coverage: Home Improvement and Gardening, Homewares and Home Furnishings.

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 and Garden 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

HOME AND GARDEN IN THAILAND

EXECUTIVE SUMMARY

Home and garden in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for home and garden?

MARKET DATA

Table 1 Sales of Home and Garden by Category: Value 2017-2022

Table 2 Sales of Home and Garden by Category: % Value Growth 2017-2022

Table 3 NBO Company Shares of Home and Garden: % Value 2018-2022

Table 4 LBN Brand Shares of Home and Garden: % Value 2019-2022

Table 5 Distribution of Home and Garden by Format: % Value 2017-2022

Table 6 Distribution of Home and Garden by Format and Category: % Value 2022

Table 7 Forecast Sales of Home and Garden by Category: Value 2022-2027

Table 8 Forecast Sales of Home and Garden by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 Research Sources

GARDENING IN THAILAND

KEY DATA FINDINGS

2022 DEVELOPMENTS

Interest in new technology fuels demand for robotic lawn mowers

Food security encourages urban farming

New plant varieties help capture the attention of consumers looking to become 'plant parents'

PROSPECTS AND OPPORTUNITIES

Gardening expected to benefit from health and wellness benefits

Sustainable gardening products have strong potential for growth

E-commerce expected to gain further share

CATEGORY DATA

Table 9 Sales of Gardening by Category: Value 2017-2022

Table 10 Sales of Gardening by Category: % Value Growth 2017-2022

Table 11 NBO Company Shares of Gardening: % Value 2018-2022

Table 12 LBN Brand Shares of Gardening: % Value 2019-2022

Table 13 Distribution of Gardening by Format: % Value 2017-2022

Table 14 Forecast Sales of Gardening by Category: Value 2022-2027

Table 15 Forecast Sales of Gardening by Category: % Value Growth 2022-2027**HOME FURNISHINGS IN THAILAND****KEY DATA FINDINGS****2022 DEVELOPMENTS**

LED lamps sees dynamic growth in 2022 as layered lighting becomes popular

New product developments in mattresses promotes healthy demand

Multi-functional furniture witnesses increased demand in 2022

PROSPECTS AND OPPORTUNITIES

Eco-friendly home furnishings set to gain popularity

Search for cost savings could boost demand for rented furniture

E-commerce set for further gains while IKEA is set to benefit from opening of new store in central Bangkok

CATEGORY DATA

Table 16 Sales of Home Furnishings by Category: Value 2017-2022

Table 17 Sales of Home Furnishings by Category: % Value Growth 2017-2022

Table 18 NBO Company Shares of Home Furnishings: % Value 2018-2022

Table 19 LBN Brand Shares of Home Furnishings: % Value 2019-2022

Table 20 LBN Brand Shares of Light Sources: % Value 2019-2022

Table 21 Distribution of Home Furnishings by Format: % Value 2017-2022

Table 22 Forecast Sales of Home Furnishings by Category: Value 2022-2027

Table 23 Forecast Sales of Home Furnishings by Category: % Value Growth 2022-2027

HOME IMPROVEMENT IN THAILAND**KEY DATA FINDINGS****2022 DEVELOPMENTS**

Sales benefit from pent-up demand for home improvement and the impact of flooding on floor coverings

Wallpapers finding growing appeal while decorative paint retains its popularity

Increase in the cost of living encourages consumers to invest in hand tools to make their own repairs and home improvements in 2022

PROSPECTS AND OPPORTUNITIES

Innovative offerings in kitchen sinks should help stimulate demand

Smart toilets and effective designs to shape the future of Thai bathrooms

Increasing willingness to carry out DIY projects is expected to drive demand for power tools

CATEGORY DATA

Table 24 Sales of Home Improvement by Category: Value 2017-2022

Table 25 Sales of Home Improvement by Category: % Value Growth 2017-2022

Table 26 NBO Company Shares of Home Improvement: % Value 2018-2022

Table 27 LBN Brand Shares of Home Improvement: % Value 2019-2022

Table 28 Distribution of Home Improvement by Format: % Value 2017-2022

Table 29 Forecast Sales of Home Improvement by Category: Value 2022-2027

Table 30 Forecast Sales of Home Improvement by Category: % Value Growth
2022-2027

HOMEWARES IN THAILAND

KEY DATA FINDINGS

2022 DEVELOPMENTS

Ceramic proving popular in dinnerware as consumers focus on more sustainable materials

Alcohol consumption backs the demand for beverageware in 2022

Dining-at-home followed by consumers due to rising health concerns

PROSPECTS AND OPPORTUNITIES

Sustainable homewares gaining popularity among consumers

Ergonomic homewares likely to be a feature while younger consumers will demand multifunctional products

Retail e-commerce set to win further share while IKEA prepares to open its fourth store in Thailand

CATEGORY DATA

Table 31 Sales of Homewares by Category: Value 2017-2022

Table 32 Sales of Homewares by Category: % Value Growth 2017-2022

Table 33 Sales of Homewares by Material: % Value 2017-2022

Table 34 NBO Company Shares of Homewares: % Value 2018-2022

Table 35 LBN Brand Shares of Homewares: % Value 2019-2022

Table 36 Distribution of Homewares by Format: % Value 2017-2022

Table 37 Forecast Sales of Homewares by Category: Value 2022-2027

Table 38 Forecast Sales of Homewares by Category: % Value Growth 2022-2027

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