

# Homewares in Thailand

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## Abstracts

While ceramic plays an integral part in traditional Thai cooking, plastic dinnerware is also popular due to its high durability, affordability and the fact it is lightweight and easy to store. However, rising awareness about the environmental threat posed by plastic means that ceramic dinnerware also continues to see healthy growth and remains the most popular material for Thai consumers when purchasing dinnerware. The introduction of advanced methods for recycling ceramics have also encouraged...

Euromonitor International's Homewares 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:** Dining, Kitchen.

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

### Why buy this report?

Get a detailed picture of the Homewares 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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