

Luxury Electronic Gadgets in Thailand

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Abstracts

Compared to other luxury goods, luxury electronic gadgets in Thailand is considerably small in size. Value sales reached Bt102 million with growth of 5% in 2015. Demand is heavily driven by high-spending consumers for this category. Luxury mobile phones is the only key product, whereas other luxury electronic gadgets such as luxury mp3 players are negligible.

Euromonitor International's Luxury Electronic Gadgets in Thailand report offers a comprehensive guide to the size and shape of the Luxury Electronic Gadgets market 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 and their effects on Luxury Electronic Gadgets retailing along with the development of consumers' shopping patterns. Forecasts to 2020 illustrate how the market is set to change

Product coverage: Luxury Mobile Phones, Luxury Mp3 Players.

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

Why buy this report?

Get a detailed picture of the Luxury Electronic Gadgets 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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Executive Summary

Luxury Goods Registers Positive Sales As Economy Picks Up

Affluent Consumers Prefer Integrated Luxury Lifestyles

More World-class Brands Enter Thai Luxury Goods

Store-based Channel Retains Its Predominance

Intense Competition Predicted for Luxury Goods

Key Trends and Developments

Positive Macro-economic Factors Support Demand for Luxury Goods

Affluent Consumers Enjoy Integrated Luxury Lifestyles

Brand Diversification Remains High in Luxury Goods in Thailand

Luxury Goods in Thailand Continues To Rely Upon Tourist Spending

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