

Thailand Consumer Electronics Retail Market Summary, Competitive Analysis and Forecast to 2027

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Abstracts

Thailand Consumer Electronics Retail Market Summary, Competitive Analysis and Forecast to 2027

Summary

Consumer Electronics Retail in Thailand industry profile provides top-line qualitative and quantitative summary information including: market size (value 2017-22, and forecast to 2027). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

Key Highlights

The consumer electronics retail market comprises the sales of communications equipment, computer hardware and software, consumer electronics, household appliances, and photographic equipment.

The Thai consumer electronics market had total revenues of \$8.3 billion in 2022, representing a compound annual growth rate (CAGR) of 1.2% between 2017 and 2022.

The communications equipment segment accounted for the market's largest proportion in 2022, with total revenues of \$3.4 billion, equivalent to 41.1% of the market's overall value.

In 2022, the Thai consumer electronics market experienced a slight contraction due to smartphone saturation and a rebound in computing device demand. The

economic slowdown, inflation, and increased energy prices contributed to decreased consumer spending on home entertainment equipment, resulting in a dip in the market. For instance, consumer price inflation in Thailand in 2022 stood at 6.1%, an increase from 1.2%, according to GlobalData.

Scope

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the consumer electronics retail market in Thailand

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the consumer electronics retail market in Thailand

Leading company profiles reveal details of key consumer electronics retail market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the Thailand consumer electronics retail market with five year forecasts

Reasons to Buy

What was the size of the Thailand consumer electronics retail market by value in 2022?

What will be the size of the Thailand consumer electronics retail market in 2027?

What factors are affecting the strength of competition in the Thailand consumer electronics retail market?

How has the market performed over the last five years?

What are the main segments that make up Thailand's consumer electronics retail market?

Contents

1 EXECUTIVE SUMMARY

- 1.1. Market value
- 1.2. Market value forecast
- 1.3. Category segmentation
- 1.4. Geography segmentation
- 1.5. Market rivalry
- 1.6. Competitive landscape

2 MARKET OVERVIEW

- 2.1. Market definition
- 2.2. Market analysis

3 MARKET DATA

- 3.1. Market value

4 MARKET SEGMENTATION

- 4.1. Category segmentation
- 4.2. Geography segmentation
- 4.3. Market distribution

5 MARKET OUTLOOK

- 5.1. Market value forecast

6 FIVE FORCES ANALYSIS

- 6.1. Summary
- 6.2. Buyer power
- 6.3. Supplier power
- 6.4. New entrants
- 6.5. Threat of substitutes
- 6.6. Degree of rivalry

7 COMPETITIVE LANDSCAPE

- 7.1. Who are the leading players?
- 7.2. How are leading players responding to the changing retail landscape?
- 7.3. What is the rationale for the recent M&A activity?

8 COMPANY PROFILES

- 8.1. Yamada Holdings Co Ltd
- 8.2. Big C Supercenter Public Company Limited

9 MACROECONOMIC INDICATORS

- 9.1. Country data

10 APPENDIX

- 10.1. Methodology
- 10.2. Industry associations
- 10.3. Related MarketLine research
- 10.4. About MarketLine

List Of Tables

LIST OF TABLES

Table 1: Thailand consumer electronics retail market value: \$ million, 2017-22

Table 2: Thailand consumer electronics retail market category segmentation: % share, by value, 2017-2022

Table 3: Thailand consumer electronics retail market category segmentation: \$ million, 2017-2022

Table 4: Thailand consumer electronics retail market geography segmentation: \$ million, 2022

Table 5: Thailand consumer electronics retail market distribution: % share, by value, 2022

Table 6: Thailand consumer electronics retail market value forecast: \$ million, 2022-27

Table 7: Yamada Holdings Co Ltd: key facts

Table 8: Yamada Holdings Co Ltd: Annual Financial Ratios

Table 9: Yamada Holdings Co Ltd: Key Employees

Table 10: Big C Supercenter Public Company Limited: key facts

Table 11: Big C Supercenter Public Company Limited: Key Employees

Table 12: Thailand size of population (million), 2018-22

Table 13: Thailand gdp (constant 2005 prices, \$ billion), 2018-22

Table 14: Thailand gdp (current prices, \$ billion), 2018-22

Table 15: Thailand inflation, 2018-22

Table 16: Thailand consumer price index (absolute), 2018-22

Table 17: Thailand exchange rate, 2018-22

List Of Figures

LIST OF FIGURES

Figure 1: Thailand consumer electronics retail market value: \$ million, 2017-22

Figure 2: Thailand consumer electronics retail market category segmentation: \$ million, 2017-2022

Figure 3: Thailand consumer electronics retail market geography segmentation: % share, by value, 2022

Figure 4: Thailand consumer electronics retail market distribution: % share, by value, 2022

Figure 5: Thailand consumer electronics retail market value forecast: \$ million, 2022-27

Figure 6: Forces driving competition in the consumer electronics retail market in Thailand, 2022

Figure 7: Drivers of buyer power in the consumer electronics retail market in Thailand, 2022

Figure 8: Drivers of supplier power in the consumer electronics retail market in Thailand, 2022

Figure 9: Factors influencing the likelihood of new entrants in the consumer electronics retail market in Thailand, 2022

Figure 10: Factors influencing the threat of substitutes in the consumer electronics retail market in Thailand, 2022

Figure 11: Drivers of degree of rivalry in the consumer electronics retail market in Thailand, 2022

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