



# Home Laundry Appliances in Thailand

December 2023

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## Home Laundry Appliances in Thailand - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Built-in home laundry appliances suffering from high prices and a lack of flexibility  
Chinese brands having a big impact on the competitive landscape with quality products at affordable prices  
Price competition and new technology helping to drive up sales of freestanding automatic washing machines

#### PROSPECTS AND OPPORTUNITIES

Emerging technology and modern designs set to propel demand  
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