

# Microwaves in Thailand

December 2023

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## Microwaves in Thailand - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Convenience the key driver of demand for microwaves while new lower-priced models help expand the potential market audience

Built-in microwaves losing favour due to high prices

Brands adopt different strategies to win favour in an increasingly competitive market

#### PROSPECTS AND OPPORTUNITIES

Health concerns and home-based working two trends that are likely to shape demand for microwaves over the forecast period

Busy lifestyles and a recovering property market expected to drive demand for microwaves

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