

Refrigeration Appliances in Thailand

December 2023

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Refrigeration Appliances in Thailand - Category analysis

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2023 DEVELOPMENTS

Wealthy consumers paying more attention to the look of their refrigeration appliances as well as their functionality

Chinese brands steal the show with affordable low-capacity refrigeration appliances

Wealthier consumers looking for modern and attractive refrigeration appliances

PROSPECTS AND OPPORTUNITIES

Sales of built-in refrigeration appliances in Thailand set to continue declining due to limited appeal and high prices

New property development set to fuel growth in demand

Rising temperatures increase the focus on the importance of refrigeration appliances

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