



Appliances and Electronics Specialists in Thailand

February 2024

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Appliances and Electronics Specialists in Thailand - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Rebound in demand aided by short-term government stimulus program

Digital devices encroach further on local lifestyles

Demand impacted by rising health and wellness trends, while competitive landscape remains fragmented

PROSPECTS AND OPPORTUNITIES

Demand will remain stable in terms of current value sales

Aggressive expansion of multi-brand retailers

E-commerce to continue rising and become greater competitive threat

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Digitalised retail: next-gen online-to-offline

What next for retail?

OPERATING ENVIRONMENT

Informal retail

Opening hours for physical retail

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Seasonality

11.11 or single day

Mid- and end-year sales

Black Friday

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