

Home Laundry Appliances in Thailand

December 2023

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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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