

# Refrigeration Appliances in Thailand

December 2023

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KEY DATA FINDINGS

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  
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Rising temperatures increase the focus on the importance of refrigeration appliances

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