

Dishwashers in Thailand

December 2023

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Dishwashers in Thailand - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

New technology and smaller units helping to attract more consumers to dishwashers Xiaomi helps to make dishwashers more accessible but Bosch and Electrolux retain the lead with their trusted and familiar products Dishwashers becoming more compact and more efficient in Thailand

PROSPECTS AND OPPORTUNITIES

Demand expected to be driven by desire for time and space saving solutions New technology expected to provide further fuel for growth Built-in dishwashers seen as expensive to buy and to maintain

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