

Home Improvement in Thailand

May 2023

Table of Contents

Home Improvement in Thailand - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Sales benefit from pent-up demand for home improvement and the impact of flooding on floor coverings

Wallpapers finding growing appeal while decorative paint retains its popularity

Increase in the cost of living encourages consumers to invest in hand tools to make their own repairs and home improvements in 2022

PROSPECTS AND OPPORTUNITIES

Innovative offerings in kitchen sinks should help stimulate demand

Smart toilets and effective designs to shape the future of Thai bathrooms

Increasing willingness to carry out DIY projects is expected to drive demand for power tools

CATEGORY DATA

Table 1 - Sales of Home Improvement by Category: Value 2017-2022

Table 2 - Sales of Home Improvement by Category: % Value Growth 2017-2022

Table 3 - NBO Company Shares of Home Improvement: % Value 2018-2022

Table 4 - LBN Brand Shares of Home Improvement: % Value 2019-2022

Table 5 - Distribution of Home Improvement by Format: % Value 2017-2022

Table 6 - Forecast Sales of Home Improvement by Category: Value 2022-2027

Table 7 - Forecast Sales of Home Improvement by Category: % Value Growth 2022-2027

Home and Garden in Thailand - Industry Overview

EXECUTIVE SUMMARY

Home and garden in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for home and garden?

MARKET DATA

Table 8 - Sales of Home and Garden by Category: Value 2017-2022

Table 9 - Sales of Home and Garden by Category: % Value Growth 2017-2022

Table 10 - NBO Company Shares of Home and Garden: % Value 2018-2022

Table 11 - LBN Brand Shares of Home and Garden: % Value 2019-2022

Table 12 - Distribution of Home and Garden by Format: % Value 2017-2022

Table 13 - Distribution of Home and Garden by Format and Category: % Value 2022

Table 14 - Forecast Sales of Home and Garden by Category: Value 2022-2027

Table 15 - Forecast Sales of Home and Garden by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/home-improvement-in-thailand/report.