



Euromonitor
International

Home Laundry Appliances in Thailand

February 2026

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Demand for smart and sustainable appliances

Chart 1 - Key Trends 2025

Chart 2 - Analyst Insight

INDUSTRY PERFORMANCE

LG's subscription service redefines home laundry appliances

Chart 3 - LG Launches New Business, LG Subscribe, a Monthly Washing Machine Rental Service

Automatic washing machines drives market growth

Shifting consumer preferences towards convenience

WHAT'S NEXT?

LG's subscription service sets precedent for flexible ownership

Automatic washing machines to remain dominant, while semi-automatic washing machines sees decline

Sustainability and AI drive business innovation and growth

COMPETITIVE LANDSCAPE

Leading brands drive concentration with innovative offerings

New entrants and trends present opportunities for growth

CHANNELS

Appliances and electronics specialists leads retail sales with wide product range

Retail e-commerce growth driven by price competition and promotions

PRODUCTS

Ai-powered appliances revolutionise laundry experience

Samsung and Haier lead innovation with AI washing machines

Chart 4 - AI Washing Machines Make the Laundry Experience More Convenient and Energy-Saving

New Toshiba model targets eco-conscious consumers

Chart5 Toshiba - Launches Eco-Friendly Washing Machines Made from Recycled Materials

COUNTRY REPORTS DISCLAIMER

Consumer Appliances in Thailand - Industry Overview

EXECUTIVE SUMMARY

A robust performance in 2025

KEY DATA FINDINGS

Chart 5 - Key Trends 2025

Chart 6 - Analyst Insight

INDUSTRY PERFORMANCE

Rising incomes and urbanisation drive consumer appliances sales

Refrigeration appliances leads major appliances sales, driven by high penetration

Vacuum cleaners sees dynamic growth, driven by urbanisation

WHAT'S NEXT?

Tech-savvy consumers drive demand for smart appliances

Vacuum cleaners to grow rapidly

E-commerce and smart technologies to reshape retail landscape

Chart 7 - Growth Decomposition of Consumer Appliances 2024-2029

COMPETITIVE LANDSCAPE

Haier and Sharp lead with innovative smart appliances

Chart 8 - Haier Preparing to Embed AI to Fully Upgrade

No significant mergers or acquisitions in 2025

CHANNELS

Retail offline remains dominant, though e-commerce grows

LG Subscribe fuels e-commerce boom with flexible options

Chart 9 - LG Thailand Launches New Business Model - LG Subscribe

E-commerce gains traction with omnichannel shopping behaviours

PRODUCTS

Haier drives innovation with AI-powered appliances

Chart 10 - Haier Targets Premium Appliances Market

ECONOMIC CONTEXT

Chart 11 - Real GDP Growth and Inflation 2020-2030

Chart 12 - PEST Analysis in Thailand 2025

CONSUMER CONTEXT

Chart 13 - Key Insights on Consumers in Thailand 2025

Chart 14 - Consumer Landscape in Thailand 2025

COUNTRY REPORTS 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-laundry-appliances-in-thailand/report.