



Euromonitor
International

Computers and Peripherals in Thailand

August 2025

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Despite overall decline, laptops and printers are bright spots

Canon and Dell perform well, while despite a sales decline Lenovo still has growth potential

Retail e-commerce continues to see share growth due to a broad product range and competitive pricing

PROSPECTS AND OPPORTUNITIES

Stable retail volume sales, although performances will vary across categories

Transformation in products and distribution anticipated

AI computers set to become more accessible and demanded by a wider range of consumers

CATEGORY DATA

Table 1 - Sales of Computers and Peripherals by Category: Volume 2020-2025

Table 2 - Sales of Computers and Peripherals by Category: Value 2020-2025

Table 3 - Sales of Computers and Peripherals by Category: % Volume Growth 2020-2025

Table 4 - Sales of Computers and Peripherals by Category: % Value Growth 2020-2025

Table 5 - Sales of Computers by Category: Business Volume 2020-2025

Table 6 - Sales of Computers by Category: Business Value MSP 2020-2025

Table 7 - Sales of Computers by Category: Business Volume Growth 2020-2025

Table 8 - Sales of Computers by Category: Business Value MSP Growth 2020-2025

Table 9 - NBO Company Shares of Computers and Peripherals: % Volume 2021-2025

Table 10 - LBN Brand Shares of Computers and Peripherals: % Volume 2022-2025

Table 11 - Distribution of Computers and Peripherals by Channel: % Volume 2020-2025

Table 12 - Forecast Sales of Computers and Peripherals by Category: Volume 2025-2030

Table 13 - Forecast Sales of Computers and Peripherals by Category: Value 2025-2030

Table 14 - Forecast Sales of Computers and Peripherals by Category: % Volume Growth 2025-2030

Table 15 - Forecast Sales of Computers and Peripherals by Category: % Value Growth 2025-2030

Table 16 - Forecast Sales of Computers by Category: Business Volume 2025-2030

Table 17 - Forecast Sales of Computers by Category: Business Value MSP 2025-2030

Table 18 - Forecast Sales of Computers by Category: Business Volume Growth 2025-2030

Table 19 - Forecast Sales of Computers by Category: Business Value MSP Growth 2025-2030

Consumer Electronics in Thailand - Industry Overview

EXECUTIVE SUMMARY

Consumer electronics in 2025: The big picture

2025 key trends

Competitive landscape

Channel developments

What next for consumer electronics?

MARKET DATA

Table 20 - Sales of Consumer Electronics by Category: Volume 2020-2025

Table 21 - Sales of Consumer Electronics by Category: Value 2020-2025

Table 22 - Sales of Consumer Electronics by Category: % Volume Growth 2020-2025

Table 23 - Sales of Consumer Electronics by Category: % Value Growth 2020-2025

Table 24 - NBO Company Shares of Consumer Electronics: % Volume 2021-2025

Table 25 - LBN Brand Shares of Consumer Electronics: % Volume 2022-2025

Table 26 - Distribution of Consumer Electronics by Channel: % Volume 2020-2025

Table 27 - Forecast Sales of Consumer Electronics by Category: Volume 2025-2030

Table 28 - Forecast Sales of Consumer Electronics by Category: Value 2025-2030

Table 29 - Forecast Sales of Consumer Electronics by Category: % Volume Growth 2025-2030

Table 30 - Forecast Sales of Consumer Electronics by Category: % Value Growth 2025-2030

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/computers-and-peripherals-in-thailand/report.