

Large Cooking Appliances in Thailand

December 2023

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Large Cooking Appliances in Thailand - Category analysis

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2023 DEVELOPMENTS

Stable prices and a buoyant property market help support growth in large cooking appliances in 2023

Locals influenced by a preference for premium designs and traditional cooking methods

The rise of online channels for pre-ordering

PROSPECTS AND OPPORTUNITIES

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Booming tourism industry could help fuel demand

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