

# Home Audio and Cinema in Thailand

July 2023

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KEY DATA FINDINGS

2023 DEVELOPMENTS

- Shift towards more compact and convenient home entertainment solutions
- Soundbars gain popularity
- Wireless connection changes the home entertainment landscape

PROSPECTS AND OPPORTUNITIES

- Declining trend for home audio and cinema as consumers turn to space-saving devices
- Audio separate and speakers will become niche products, while digital media docks will fail to attract customers, despite falling unit prices
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