



Appliances and Electronics Specialists in Thailand

March 2023

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Appliances and Electronics Specialists in Thailand - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Attractive payment plans boost demand

More home-centred lifestyles sustain a demand for consumer appliances and electronics

The leaders experience growing pressure from smaller rivals in a tough economic climate

PROSPECTS AND OPPORTUNITIES

Retailers to look to omnichannel approach and attractive payment plans to reach consumers

Digitalisation offers constant sales opportunities

Health and wellness to continue to inform purchases of consumer electronics

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Retailers freeze prices or offer further discounts to help consumers

What next for retail?

OPERATING ENVIRONMENT

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Opening hours for physical retail

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11.11 or single day

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