EXECUTIVE SUMMARY

Home and garden in 2022: The big picture
2022 key trends
Competitive landscape
Retailing developments
What next for home and garden?

MARKET DATA

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DISCLAIMER

SOURCES

Summary 1 - Research Sources

Home Improvement in Thailand

KEY DATA FINDINGS

2022 DEVELOPMENTS

Sales benefit from pent-up demand for home improvement and the impact of flooding on floor coverings
Wallpapers finding growing appeal while decorative paint retains its popularity
Increase in the cost of living encourages consumers to invest in hand tools to make their own repairs and home improvements in 2022

PROSPECTS AND OPPORTUNITIES

Innovative offerings in kitchen sinks should help stimulate demand
Smart toilets and effective designs to shape the future of Thai bathrooms
Increasing willingness to carry out DIY projects is expected to drive demand for power tools

CATEGORY DATA

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Gardening in Thailand

KEY DATA FINDINGS

2022 DEVELOPMENTS

Interest in new technology fuels demand for robotic lawn mowers
Food security encourages urban farming
New plant varieties help capture the attention of consumers looking to become ‘plant parents’
PROSPECTS AND OPPORTUNITIES

Gardening expected to benefit from health and wellness benefits
Sustainable gardening products have strong potential for growth
E-commerce expected to gain further share

CATEGORY DATA

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Homewares in Thailand

KEY DATA FINDINGS

2022 DEVELOPMENTS

Ceramic proving popular in dinnerware as consumers focus on more sustainable materials
Alcohol consumption backs the demand for beverageware in 2022
Dining-at-home followed by consumers due to rising health concerns

PROSPECTS AND OPPORTUNITIES

Sustainable homewares gaining popularity among consumers
Ergonomic homewares likely to be a feature while younger consumers will demand multifunctional products
Retail e-commerce set to win further share while IKEA prepares to open its fourth store in Thailand

CATEGORY DATA

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Home Furnishings in Thailand

KEY DATA FINDINGS

2022 DEVELOPMENTS

LED lamps sees dynamic growth in 2022 as layered lighting becomes popular
New product developments in mattresses promotes healthy demand
Multi-functional furniture witnesses increased demand in 2022

PROSPECTS AND OPPORTUNITIES

Eco-friendly home furnishings set to gain popularity
Search for cost savings could boost demand for rented furniture
E-commerce set for further gains while IKEA is set to benefit from opening of new store in central Bangkok

CATEGORY DATA

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