



Food Preparation Appliances in Thailand

December 2023

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Food Preparation Appliances in Thailand - Category analysis

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2023 DEVELOPMENTS

Food preparation appliances sees slower growth as economic pressures take their toll
Home cooking trend finding success on TikTok and driving demand for food preparation appliances
The rise of livestreaming and e-commerce a big plus for sales of food preparation appliances

PROSPECTS AND OPPORTUNITIES

New property development expected to be a key sales driver for food preparation appliances
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