



# Appliances and Electronics Specialists in Thailand

February 2024

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## Appliances and Electronics Specialists in Thailand - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Rebound in demand aided by short-term government stimulus program

Digital devices encroach further on local lifestyles

Demand impacted by rising health and wellness trends, while competitive landscape remains fragmented

#### PROSPECTS AND OPPORTUNITIES

Demand will remain stable in terms of current value sales

Aggressive expansion of multi-brand retailers

E-commerce to continue rising and become greater competitive threat

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### EXECUTIVE SUMMARY

Retail in 2023: The big picture

Sustainable retail: modernising small local grocers

Digitalised retail: next-gen online-to-offline

What next for retail?

### OPERATING ENVIRONMENT

Informal retail

Opening hours for physical retail

Summary 1 - Standard Opening Hours by Channel Type 2023

Seasonality

11.11 or single day

Mid- and end-year sales

Black Friday

Back-to-School

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