



Euromonitor
International

Consumer Appliances in Thailand

February 2026

Table of Contents

Consumer Appliances in Thailand

EXECUTIVE SUMMARY

A robust performance in 2025

KEY DATA FINDINGS

Chart 1 - Key Trends 2025

Chart 2 - Analyst Insight

INDUSTRY PERFORMANCE

Rising incomes and urbanisation drive consumer appliances sales

Refrigeration appliances leads major appliances sales, driven by high penetration

Vacuum cleaners sees dynamic growth, driven by urbanisation

WHAT'S NEXT?

Tech-savvy consumers drive demand for smart appliances

Vacuum cleaners to grow rapidly

E-commerce and smart technologies to reshape retail landscape

Chart 3 - Growth Decomposition of Consumer Appliances 2024-2029

COMPETITIVE LANDSCAPE

Haier and Sharp lead with innovative smart appliances

Chart 4 - Haier Preparing to Embed AI to Fully Upgrade

No significant mergers or acquisitions in 2025

CHANNELS

Retail offline remains dominant, though e-commerce grows

LG Subscribe fuels e-commerce boom with flexible options

Chart 5 - LG Thailand Launches New Business Model - LG Subscribe

E-commerce gains traction with omnichannel shopping behaviours

PRODUCTS

Haier drives innovation with AI-powered appliances

Chart 6 - Haier Targets Premium Appliances Market

ECONOMIC CONTEXT

Chart 7 - Real GDP Growth and Inflation 2020-2030

Chart 8 - PEST Analysis in Thailand 2025

CONSUMER CONTEXT

Chart 9 - Key Insights on Consumers in Thailand 2025

Chart 10 - Consumer Landscape in Thailand 2025

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

Dishwashers in Thailand

KEY DATA FINDINGS

2025 DEVELOPMENTS

Dishwashers shows resilience

Chart 11 - Key Trends 2025

Chart 12 - Analyst Insight

INDUSTRY PERFORMANCE

Growing focus on energy efficiency

Freestanding dishwashers leads sales

Sustainability and energy efficiency drive market growth

Chart 13 - LG Enters the Dishwasher Market, Launching a New Lineup

Chart 14 - Electrical Appliances Enter New Segments: "Dishwashing Machines"

WHAT'S NEXT?

Consumers prioritise sustainability and energy efficiency

Freestanding dishwashers remains dominant category

Innovation drives growth and competition

COMPETITIVE LANDSCAPE

LG's premium offerings reshape market dynamics

Stability and innovation characterise market leaders

CHANNELS

Appliances and electronics specialists drives offline sales

Retail e-commerce grows with budget-friendly dishwasher sales

PRODUCTS

LG launches new products, driving premiumisation in dishwashers

Chart 15 - LG Launches New Product Lineup 'Dishwasher' Meets the Needs with Cutting-Edge Technology

COUNTRY REPORTS DISCLAIMER

[Home Laundry Appliances in Thailand](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Demand for smart and sustainable appliances

Chart 16 - Key Trends 2025

Chart 17 - Analyst Insight

INDUSTRY PERFORMANCE

LG's subscription service redefines home laundry appliances

Chart 18 - LG Launches New Business, LG Subscribe, a Monthly Washing Machine Rental Service

Automatic washing machines drives market growth

Shifting consumer preferences towards convenience

WHAT'S NEXT?

LG's subscription service sets precedent for flexible ownership

Automatic washing machines to remain dominant, while semi-automatic washing machines sees decline

Sustainability and AI drive business innovation and growth

COMPETITIVE LANDSCAPE

Leading brands drive concentration with innovative offerings

New entrants and trends present opportunities for growth

CHANNELS

Appliances and electronics specialists leads retail sales with wide product range

Retail e-commerce growth driven by price competition and promotions

PRODUCTS

Ai-powered appliances revolutionise laundry experience

Samsung and Haier lead innovation with AI washing machines

Chart 19 - AI Washing Machines Make the Laundry Experience More Convenient and Energy-Saving

New Toshiba model targets eco-conscious consumers

Chart5 Toshiba - Launches Eco-Friendly Washing Machines Made from Recycled Materials

COUNTRY REPORTS DISCLAIMER

[Large Cooking Appliances in Thailand](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Sustainability and energy efficiency influencing product design

Chart 20 - Key Trends 2025

Chart 21 - Analyst Insight

INDUSTRY PERFORMANCE

Rising disposable incomes drive demand for modern appliances

Built-in hobs and cooker hoods lead the market with steady demand

Innovation and technology drive growth in range cookers

WHAT'S NEXT?

Consumers invest in premium large cooking appliances as incomes rise

Chart 22 - Tecogas Launches Terra Dorata Model Freestanding Stove (Thailand Limited Edition)

Built-in hobs and cooker hoods to maintain roles as essential kitchen staples

E-commerce gaining prominence in large cooking appliances distribution

COMPETITIVE LANDSCAPE

Electrolux and SMEG lead as market concentration persists

Chart 23 - Electrolux Promotes Innovation to Meet the Smart Kitchen Trend

No significant mergers or new product launches expected

CHANNELS

Builder merchants and construction drives sales of built-in models

Retail e-commerce slowly gains ground with changing consumer habits

No new retail brands or concepts emerge in 2026

PRODUCTS

Sustainability drives design and functionality changes

Chart 24 - Energy Saving and Outstanding Features in 2025

COUNTRY REPORTS DISCLAIMER

[Microwaves in Thailand](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Growing demand for smart features and multi-functionality

Chart 25 - Key Trends 2025

Chart 26 - Analyst Insight

INDUSTRY PERFORMANCE

Microwave sales growth driven by energy efficiency

Chart 27 - Toshiba Launches New Microwave Featuring a Heat Control System that Saves Electricity

Freestanding microwaves dominates the market

Chart 28 - First Foray into the Microwave Market with the Launch of the LG Neo Chef

Premiumisation drives demand for high-end microwaves

WHAT'S NEXT?

Energy efficiency and smart features to drive future sales

Freestanding microwaves to remain dominant

Design and multi-functionality to shape consumer preferences

COMPETITIVE LANDSCAPE

Toshiba and Electrolux lead with strategic innovations

Emerging players and innovation drive market dynamics

CHANNELS

Retail offline channels lead microwave sales thanks to convenience

Retail e-commerce grows rapidly driven by convenience and price

PRODUCTS

Manufacturers innovate with multi-functionality and design

Chart 29 - Toshiba Launches New Eye-Catching White Microwave with Wooden Handle

COUNTRY REPORTS DISCLAIMER

[Refrigeration Appliances in Thailand](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Adoption of advanced technologies drives growth

Chart 30 - Key Trends 2025

Chart 31 - Analyst Insight

INDUSTRY PERFORMANCE

Haier and Toshiba drive growth with innovative features

Chart 32 - Haier Increasingly Pushing the Smart Refrigeration Appliances Market in Thailand.

Chart 33 - Toshiba Japandi Wins "2025 Thailand's Most Admired Brand"

Fridge freezers is the largest category

Dynamic growth in fridge freezers

Chart 34 - Hitachi Models Have Innovative Vacuum Compartments

WHAT'S NEXT?

Embracing technological transition and sustainability to drive growth

Fridge freezers to remain the largest category with continued growth

Sustainability and smart features to shape future business strategies

COMPETITIVE LANDSCAPE

Toshiba and Samsung maintain lead with innovative offerings

Emerging players and new launches to drive future opportunities

CHANNELS

Appliances and electronics specialists drive offline sales

Retail e-commerce gains traction with competitive pricing

PRODUCTS

Haier and Toshiba lead innovation with advanced features

COUNTRY REPORTS DISCLAIMER

[Air Conditioners in Thailand](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Intense price competition, localisation and integration of smart technologies

Chart 35 - Key Trends 2025

Chart 36 - Analyst Insight

INDUSTRY PERFORMANCE

Haier's localised manufacturing boosts consumer confidence

Chart 37 - Chinese Brands Intensify Price War in the Air Conditioners Market

Split air conditioners dominates sales with high demand

Localisation drives market growth through trust and efficiency

Chart 38 - Haier Opens Full-Scale Air Conditioner Manufacturing Plant in Thailand

WHAT'S NEXT?

Energy efficiency and smart features to drive future growth

Split air conditioners maintain dominance

Localisation and e-commerce to shape competitive landscape

COMPETITIVE LANDSCAPE

Chinese brands intensify price war and market share shifts

Emerging players disrupt market with innovative offerings

CHANNELS

Retail offline channels dominate despite online growth

No new retail brands or concepts emerge in 2026

PRODUCTS

LG drives innovation with AI-powered energy savings

Chart 39 - LG Unveils New Energy-Saving Innovation Powered by AI

Businesses gain competitive advantage through innovation

COUNTRY REPORTS DISCLAIMER

[Food Preparation Appliances in Thailand](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Health and wellness a key influence

Chart 40 - Key Trends 2025

Chart 41 - Analyst Insight

INDUSTRY PERFORMANCE

Influencers and social media drive sales growth

Blenders leads the market with multi-functionality

Chart 42 - Taste of Home Selects Auto10s as "Best Overall 2025"

Health and wellness trend fuels demand for blenders

Chart 43 - Quiet Power in Blenders

WHAT'S NEXT?

Health-conscious consumers to drive demand for advanced appliances
Blenders to remain largest category, food processors to grow
Sustainability and smart features to shape future sales

COMPETITIVE LANDSCAPE

Philips and Groupe Seb maintain strength through innovation
Chart 44 - Strong Brands in Food Preparation Appliances in 2025
Ninja's innovative product disrupts Thailand's competitive landscape

CHANNELS

Appliances and electronics specialists drives offline sales
Retail e-commerce surges due to price competition and convenience

PRODUCTS

Ninja and Kuvings drive innovation with new product launches

COUNTRY REPORTS DISCLAIMER

[Personal Care Appliances in Thailand](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Growing demand for technologically advanced products
Chart 45 - Key Trends 2025
Chart 46 - Analyst Insight

INDUSTRY PERFORMANCE

Philips and Braun drive premiumisation with innovative features
Chart 47 - Philips Amongst the Brands Targeting the Convenience and Customisation Trend
Hair care appliances is the largest category
Oral care appliances sees strong growth

WHAT'S NEXT?

Consumers to drive demand for premium and tech-integrated personal care appliances
Hair care appliances to maintain lead with steady growth
Oral care appliances to see growth driven by health consciousness

COMPETITIVE LANDSCAPE

Leading brands maintain strength through premiumisation and innovation
Chart 48 - The New Dyson Supersonic r is the Smallest, Lightest and Most Powerful Yet
No significant mergers or new entrants in 2025 or 2026

CHANNELS

Appliances and electronics specialists leads offline sales
Retail e-commerce gains traction with competitive pricing
No new retail concepts emerge in 2026

PRODUCTS

Segmented consumer focus drives innovation in product design
Philips Shaver Series 9000 exemplifies innovation with SkinIQ technology
Chart 49 - Shaver Series 9000 Dry and Wet Electric Shaver with SkinIQ

COUNTRY REPORTS DISCLAIMER

Small Cooking Appliances in Thailand

KEY DATA FINDINGS

2025 DEVELOPMENTS

Demand for energy-efficient and premium products

Chart 50 - Key Trends 2025

Chart 51 - Analyst Insight

INDUSTRY PERFORMANCE

Energy-efficient brands drive consumer confidence and sales growth

Chart 52 - Beyond Healthy Eating: Thai Consumers Are Investing in Energy-Saving Appliances

Growing demand for premium products

Chart 53 - Nespresso Expands Its Premium Product Portfolio

Health-conscious consumers drive demand for specific products

WHAT'S NEXT?

Consumers prioritise energy efficiency and smart features

Rice cookers set to remain key category

E-commerce and premiumisation to shape the future landscape

COMPETITIVE LANDSCAPE

Sharp and Philips maintain dominance through diverse portfolios

Chart 54 - Sharp Accelerates Rebranding of Small Electrical Appliances

No significant mergers or new entrants in 2025

CHANNELS

Appliances and electronics specialists leads offline sales

Retail e-commerce gains traction with competitive pricing

No new retail concepts or collaborations emerge

PRODUCTS

Sharp drives innovation with segmented consumer focus

COUNTRY REPORTS DISCLAIMER

Vacuum Cleaners in Thailand

KEY DATA FINDINGS

2025 DEVELOPMENTS

Significant growth

Chart 55 - Key Trends 2025

Chart 56 - Analyst Insight

INDUSTRY PERFORMANCE

Samsung and SharkNinja drive innovation and competition

Standard vacuum cleaners dominates sales with steady demand

Innovation and competition reshape the market landscape

Chart 57 - Samsung Unveils Bespoke AI Jet Ultra Cordless Stick Vacuum Cleaner

Chart 58 - SharkNinja Brings Advanced Vacuum Cleaners to Thailand

WHAT'S NEXT?

Embracing smart technology and niche segments drives growth

Standard vacuum cleaners to remain dominant

Innovation and competition drive future growth

COMPETITIVE LANDSCAPE

Deerma and Simplus drive competitive intensity with innovative offerings

Roborock and SharkNinja capitalise on high-end demand with advanced technology

CHANNELS

Deerma and Simplus drive e-commerce dominance with competitive pricing

No new retail brands or concepts emerge in 2026

PRODUCTS

Cordless and portable solutions drive innovation

Chart 59 - Roborock Launches New Robotic Vacuum Cleaners and Cordless Vacuum Cleaners

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/consumer-appliances-in-thailand/report.