

Consumer Electronics in Thailand

August 2025

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Computers and Peripherals in Thailand

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Despite overall decline, laptops and printers are bright spots

Canon and Dell perform well, while despite a sales decline Lenovo still has growth potential

Retail e-commerce continues to see share growth due to a broad product range and competitive pricing

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Mahajak not only maintains its lead, but also sees the most dynamic growth, thanks to JBL's extensive portfolio

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PROSPECTS AND OPPORTUNITIES

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PROSPECTS AND OPPORTUNITIES

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An increasing number of consumers turn to the wide product range and promotions offered by retail e-commerce

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KEY DATA FINDINGS

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Apple draws level with Xiaomi due to brand loyalty and its premium image

Omnichannel strategy allows companies to attract consumers however they want to shop

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