



Computers and Peripherals in Thailand

August 2025

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Computers and Peripherals in Thailand - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

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

PROSPECTS AND OPPORTUNITIES

Stable retail volume sales, although performances will vary across categories

Transformation in products and distribution anticipated

AI computers set to become more accessible and demanded by a wider range of consumers

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