



Euromonitor
International

Home Audio and Cinema in Thailand

August 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Significant decline as consumers' habits change and they become more cautious
Mahajak not only maintains its lead, but also sees the most dynamic growth, thanks to JBL's extensive portfolio
Despite the dominance of appliances and electronics specialists, retail e-commerce sees a strong rising trend

PROSPECTS AND OPPORTUNITIES

Increasing preference for portable entertainment devices to drive continued decline
Although AI will be integrated to improve experiences, high price points likely to hamper adoption
Aiming to meet the specific needs of the Thai population

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DISCLAIMER

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/home-audio-and-cinema-in-thailand/report.