



Euromonitor
International

Microwaves in Thailand

February 2026

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Growing demand for smart features and multi-functionality

Chart 1 - Key Trends 2025

Chart 2 - Analyst Insight

INDUSTRY PERFORMANCE

Microwave sales growth driven by energy efficiency

Chart 3 - Toshiba Launches New Microwave Featuring a Heat Control System that Saves Electricity

Freestanding microwaves dominates the market

Chart 4 - 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 5 - Toshiba Launches New Eye-Catching White Microwave with Wooden Handle

COUNTRY REPORTS DISCLAIMER

EXECUTIVE SUMMARY

A robust performance in 2025

KEY DATA FINDINGS

Chart 6 - Key Trends 2025

Chart 7 - 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 8 - Growth Decomposition of Consumer Appliances 2024-2029

COMPETITIVE LANDSCAPE

Haier and Sharp lead with innovative smart appliances

Chart 9 - 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 10 - 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 11 - Haier Targets Premium Appliances Market

ECONOMIC CONTEXT

Chart 12 - Real GDP Growth and Inflation 2020-2030

Chart 13 - PEST Analysis in Thailand 2025

CONSUMER CONTEXT

Chart 14 - Key Insights on Consumers in Thailand 2025

Chart 15 - Consumer Landscape in Thailand 2025

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

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/microwaves-in-thailand/report.