



Euromonitor
International

Consumer Electronics in Thailand

August 2025

Table of Contents

Consumer Electronics in Thailand

EXECUTIVE SUMMARY

Consumer electronics in 2025: The big picture

2025 key trends

Competitive landscape

Channel developments

What next for consumer electronics?

MARKET DATA

Table 1 - Sales of Consumer Electronics by Category: Volume 2020-2025

Table 2 - Sales of Consumer Electronics by Category: Value 2020-2025

Table 3 - Sales of Consumer Electronics by Category: % Volume Growth 2020-2025

Table 4 - Sales of Consumer Electronics by Category: % Value Growth 2020-2025

Table 5 - NBO Company Shares of Consumer Electronics: % Volume 2021-2025

Table 6 - LBN Brand Shares of Consumer Electronics: % Volume 2022-2025

Table 7 - Distribution of Consumer Electronics by Channel: % Volume 2020-2025

Table 8 - Forecast Sales of Consumer Electronics by Category: Volume 2025-2030

Table 9 - Forecast Sales of Consumer Electronics by Category: Value 2025-2030

Table 10 - Forecast Sales of Consumer Electronics by Category: % Volume Growth 2025-2030

Table 11 - Forecast Sales of Consumer Electronics by Category: % Value Growth 2025-2030

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Computers and Peripherals in Thailand

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

CATEGORY DATA

Table 12 - Sales of Computers and Peripherals by Category: Volume 2020-2025

Table 13 - Sales of Computers and Peripherals by Category: Value 2020-2025

Table 14 - Sales of Computers and Peripherals by Category: % Volume Growth 2020-2025

Table 15 - Sales of Computers and Peripherals by Category: % Value Growth 2020-2025

Table 16 - Sales of Computers by Category: Business Volume 2020-2025

Table 17 - Sales of Computers by Category: Business Value MSP 2020-2025

Table 18 - Sales of Computers by Category: Business Volume Growth 2020-2025

Table 19 - Sales of Computers by Category: Business Value MSP Growth 2020-2025

Table 20 - NBO Company Shares of Computers and Peripherals: % Volume 2021-2025

Table 21 - LBN Brand Shares of Computers and Peripherals: % Volume 2022-2025

Table 22 - Distribution of Computers and Peripherals by Channel: % Volume 2020-2025

Table 23 - Forecast Sales of Computers and Peripherals by Category: Volume 2025-2030

Table 24 - Forecast Sales of Computers and Peripherals by Category: Value 2025-2030
 Table 25 - Forecast Sales of Computers and Peripherals by Category: % Volume Growth 2025-2030
 Table 26 - Forecast Sales of Computers and Peripherals by Category: % Value Growth 2025-2030
 Table 27 - Forecast Sales of Computers by Category: Business Volume 2025-2030
 Table 28 - Forecast Sales of Computers by Category: Business Value MSP 2025-2030
 Table 29 - Forecast Sales of Computers by Category: Business Volume Growth 2025-2030
 Table 30 - Forecast Sales of Computers by Category: Business Value MSP Growth 2025-2030

In-Car Entertainment in Thailand

KEY DATA FINDINGS

2025 DEVELOPMENTS

Decline across the board due to integrated systems and smartphones
 Pioneer's good reputation enables distributor Rimbunan Kuasa to extend its lead
 Although retail e-commerce gains share, most consumers still shop offline due to a desire for professional advice and fitting

PROSPECTS AND OPPORTUNITIES

Dual demands of budget-friendly solutions and premium products
 Adapting to consumers' evolving needs will be crucial
 Consumers will value a more personalised experience

CATEGORY DATA

Table 31 - Sales of In-Car Entertainment by Category: Volume 2020-2025
 Table 32 - Sales of In-Car Entertainment by Category: Value 2020-2025
 Table 33 - Sales of In-Car Entertainment by Category: % Volume Growth 2020-2025
 Table 34 - Sales of In-Car Entertainment by Category: % Value Growth 2020-2025
 Table 35 - NBO Company Shares of In-Car Entertainment: % Volume 2021-2025
 Table 36 - LBN Brand Shares of In-Car Entertainment: % Volume 2022-2025
 Table 37 - Distribution of In-Car Entertainment by Channel: % Volume 2020-2025
 Table 38 - Forecast Sales of In-Car Entertainment by Category: Volume 2025-2030
 Table 39 - Forecast Sales of In-Car Entertainment by Category: Value 2025-2030
 Table 40 - Forecast Sales of In-Car Entertainment by Category: % Volume Growth 2025-2030
 Table 41 - Forecast Sales of In-Car Entertainment by Category: % Value Growth 2025-2030

Home Audio and Cinema in Thailand

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

CATEGORY DATA

Table 42 - Sales of Home Audio and Cinema by Category: Volume 2020-2025
 Table 43 - Sales of Home Audio and Cinema by Category: Value 2020-2025
 Table 44 - Sales of Home Audio and Cinema by Category: % Volume Growth 2020-2025
 Table 45 - Sales of Home Audio and Cinema by Category: % Value Growth 2020-2025

Table 46 - NBO Company Shares of Home Audio and Cinema: % Volume 2021-2025
 Table 47 - LBN Brand Shares of Home Audio and Cinema: % Volume 2022-2025
 Table 48 - Distribution of Home Audio and Cinema by Channel: % Volume 2021-2025
 Table 49 - Forecast Sales of Home Audio and Cinema by Category: Volume 2025-2030
 Table 50 - Forecast Sales of Home Audio and Cinema by Category: Value 2025-2030
 Table 51 - Forecast Sales of Home Audio and Cinema by Category: % Volume Growth 2025-2030
 Table 52 - Forecast Sales of Home Audio and Cinema by Category: % Value Growth 2025-2030

Home Video in Thailand

KEY DATA FINDINGS

2025 DEVELOPMENTS

Video players continues its declining trend, but the benefits of OLED TVs drive significant growth
 Samsung and LG extend their volume shares due to constant technological development
 Convenience, and the ability to find low prices online boost the share of retail e-commerce

PROSPECTS AND OPPORTUNITIES

Slow and stable growth due to technological advances and lower prices
 Innovations in picture quality and smart TVs set to contribute to growth
 Advances in terms of convenient formats and AI integration

CATEGORY DATA

Table 53 - Sales of Home Video by Category: Volume 2020-2025
 Table 54 - Sales of Home Video by Category: Value 2020-2025
 Table 55 - Sales of Home Video by Category: % Volume Growth 2020-2025
 Table 56 - Sales of Home Video by Category: % Value Growth 2020-2025
 Table 57 - Sales of LCD TVs by Network Connectivity: % Retail Volume 2020-2025
 Table 58 - NBO Company Shares of Home Video: % Volume 2021-2025
 Table 59 - LBN Brand Shares of Home Video: % Volume 2022-2025
 Table 60 - Distribution of Home Video by Channel: % Volume 2020-2025
 Table 61 - Forecast Sales of Home Video by Category: Volume 2025-2030
 Table 62 - Forecast Sales of Home Video by Category: Value 2025-2030
 Table 63 - Forecast Sales of Home Video by Category: % Volume Growth 2025-2030
 Table 64 - Forecast Sales of Home Video by Category: % Value Growth 2025-2030
 Table 65 - Forecast Sales of LCD TVs by Network Connectivity: % Retail Volume 2025-2030

Wireless Headphones in Thailand

KEY DATA FINDINGS

2025 DEVELOPMENTS

TWS earbuds drives growth thanks to technological improvements and increasing affordability
 Xiaomi's innovative but affordable products ensure continued sales and share growth
 Retail e-commerce dominates and continues to grow, as low prices and customer reviews give consumers confidence to buy

PROSPECTS AND OPPORTUNITIES

TWS earbuds set to drive growth as technology progresses and prices fall
 Upgrades to provide a superior listening experience expected, and developments in manufacturing and distribution
 More user-friendly, personalised headphones likely to be seen

CATEGORY DATA

Table 66 - Sales of Wireless Headphones by Category: Volume 2020-2025
 Table 67 - Sales of Wireless Headphones by Category: Value 2020-2025

Table 68 - Sales of Wireless Headphones by Category: % Volume Growth 2020-2025
 Table 69 - Sales of Wireless Headphones by Category: % Value Growth 2020-2025
 Table 70 - NBO Company Shares of Wireless Headphones: % Volume 2021-2025
 Table 71 - LBN Brand Shares of Wireless Headphones: % Volume 2022-2025
 Table 72 - Distribution of Wireless Headphones by Channel: % Volume 2020-2025
 Table 73 - Forecast Sales of Wireless Headphones by Category: Volume 2025-2030
 Table 74 - Forecast Sales of Wireless Headphones by Category: Value 2025-2030
 Table 75 - Forecast Sales of Wireless Headphones by Category: % Volume Growth 2025-2030
 Table 76 - Forecast Sales of Wireless Headphones by Category: % Value Growth 2025-2030

Imaging Devices in Thailand

KEY DATA FINDINGS

2025 DEVELOPMENTS

Continued significant decline as smartphone camera quality improves
 The popularity of GoPro action cameras drives share growth for Mentagram
 Competitive pricing and convenience drive strong share growth for retail e-commerce

PROSPECTS AND OPPORTUNITIES

Continued decline as smartphones will be a preferred option for casual use
 Technological advances in products and manufacturing likely to be seen
 Strategic collaborations likely to be important in promotion

CATEGORY DATA

Table 77 - Sales of Imaging Devices by Category: Volume 2020-2025
 Table 78 - Sales of Imaging Devices by Category: Value 2020-2025
 Table 79 - Sales of Imaging Devices by Category: % Volume Growth 2020-2025
 Table 80 - Sales of Imaging Devices by Category: % Value Growth 2020-2025
 Table 81 - NBO Company Shares of Imaging Devices: % Volume 2021-2025
 Table 82 - LBN Brand Shares of Imaging Devices: % Volume 2022-2025
 Table 83 - Distribution of Imaging Devices by Channel: % Volume 2020-2025
 Table 84 - Forecast Sales of Imaging Devices by Category: Volume 2025-2030
 Table 85 - Forecast Sales of Imaging Devices by Category: Value 2025-2030
 Table 86 - Forecast Sales of Imaging Devices by Category: % Volume Growth 2025-2030
 Table 87 - Forecast Sales of Imaging Devices by Category: % Value Growth 2025-2030

Mobile Phones in Thailand

KEY DATA FINDINGS

2025 DEVELOPMENTS

Stability for smartphones despite challenges, due to increasing affordability and technological improvements
 Transsion Holdings maintains its dynamic growth trend, but Thai Samsung Electronics maintains its lead
 Broad product selection and exclusive online availability boost sales via retail e-commerce

PROSPECTS AND OPPORTUNITIES

Limited growth due to maturity and changing priorities
 Technology and distribution set to see continued development
 Consumer demand for more convenient and sleek solutions will drive developments in formats, cameras, and batteries

CATEGORY DATA

Table 88 - Sales of Mobile Phones by Category: Volume 2020-2025
 Table 89 - Sales of Mobile Phones by Category: Value 2020-2025

Table 90 - Sales of Mobile Phones by Category: % Volume Growth 2020-2025
 Table 91 - Sales of Mobile Phones by Category: % Value Growth 2020-2025
 Table 92 - Sales of Smartphones by Screen Size: % Retail Volume 2022-2025
 Table 93 - NBO Company Shares of Mobile Phones: % Volume 2021-2025
 Table 94 - LBN Brand Shares of Mobile Phones: % Volume 2022-2025
 Table 95 - Distribution of Mobile Phones by Channel: % Volume 2020-2025
 Table 96 - Forecast Sales of Mobile Phones by Category: Volume 2025-2030
 Table 97 - Forecast Sales of Mobile Phones by Category: Value 2025-2030
 Table 98 - Forecast Sales of Mobile Phones by Category: % Volume Growth 2025-2030
 Table 99 - Forecast Sales of Mobile Phones by Category: % Value Growth 2025-2030
 Table 100 - Forecast Sales of Smartphones by Screen Size: % Retail Volume 2025-2030

Portable Players in Thailand

KEY DATA FINDINGS

2025 DEVELOPMENTS

Wireless speakers drives growth thanks to portability and the rise of smart homes
 The two leaders see share growth due to their good reputation for audio quality
 An increasing number of consumers turn to the wide product range and promotions offered by retail e-commerce

PROSPECTS AND OPPORTUNITIES

Growth to be driven by wireless speakers due to smartphone compatibility and a wide product range at various prices
 Improvements expected beyond technological advancements
 Companies will need to adapt to changing consumer trends

CATEGORY DATA

Table 101 - Sales of Portable Players by Category: Volume 2020-2025
 Table 102 - Sales of Portable Players by Category: Value 2020-2025
 Table 103 - Sales of Portable Players by Category: % Volume Growth 2020-2025
 Table 104 - Sales of Portable Players by Category: % Value Growth 2020-2025
 Table 105 - NBO Company Shares of Portable Players: % Volume 2021-2025
 Table 106 - LBN Brand Shares of Portable Players: % Volume 2022-2025
 Table 107 - Distribution of Portable Players by Channel: % Volume 2020-2025
 Table 108 - Forecast Sales of Portable Players by Category: Volume 2025-2030
 Table 109 - Forecast Sales of Portable Players by Category: Value 2025-2030
 Table 110 - Forecast Sales of Portable Players by Category: % Volume Growth 2025-2030
 Table 111 - Forecast Sales of Portable Players by Category: % Value Growth 2025-2030

Wearable Electronics in Thailand

KEY DATA FINDINGS

2025 DEVELOPMENTS

Smart wearables continues to drive growth due to features and functionality
 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

PROSPECTS AND OPPORTUNITIES

As consumers look for better health insights and smart features, smart wearables is set to drive growth
 Technological advancements to offer greater health insights and longer battery life
 Greater personalisation for smartwatches, and growth opportunities for smart glasses

CATEGORY DATA

Table 112 - Sales of Wearable Electronics by Category: Volume 2020-2025

Table 113 - Sales of Wearable Electronics by Category: Value 2020-2025

Table 114 - Sales of Wearable Electronics by Category: % Volume Growth 2020-2025

Table 115 - Sales of Wearable Electronics by Category: % Value Growth 2020-2025

Table 116 - NBO Company Shares of Wearable Electronics: % Volume 2021-2025

Table 117 - LBN Brand Shares of Wearable Electronics: % Volume 2022-2025

Table 118 - Distribution of Wearable Electronics by Channel: % Volume 2020-2025

Table 119 - Forecast Sales of Wearable Electronics by Category: Volume 2025-2030

Table 120 - Forecast Sales of Wearable Electronics by Category: Value 2025-2030

Table 121 - Forecast Sales of Wearable Electronics by Category: % Volume Growth 2025-2030

Table 122 - Forecast Sales of Wearable Electronics by Category: % Value Growth 2025-2030

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-electronics-in-thailand/report.