



Euromonitor
International

Home Furnishings in Thailand

May 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Home furnishings sees uneven recovery due to economic strain and shifting consumer priorities
IKEA and Index Living Mall lead Thailand's home furnishings market in 2024 by addressing affordability and sustainability demands
Thailand's home furnishings retailers adapt to economic headwinds in 2024 by boosting omnichannel strategies and value offerings across key channels

PROSPECTS AND OPPORTUNITIES

Thailand's home furnishings and LED lighting markets face short-term slowdown in 2025 but prepare for recovery through innovation and strategic adaptation
AI and automation technologies revolutionise furniture design and production in Thailand
Sustainable and smart innovations transforming Thailand's home living experience

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DISCLAIMER

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