



Euromonitor
International

Home Improvement in Thailand

May 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Thailand’s home improvement market slows down in 2024 amid weak consumer spending and construction delays
Siam Sanitary Ware maintains lead in home improvement thanks to innovation, sustainability, and digital expansion
Home improvement specialists see stagnant sales due to economic pressures, while e-commerce grows strongly

PROSPECTS AND OPPORTUNITIES

2025 slump in sales will pick up again over the forecast period thanks to government support and urban demand
Thailand's rental trend and suburban growth drive demand for adaptable and energy-efficient home improvements
Thailand is witnessing a technological transformation, driven by innovations in 3D printing, AI-driven interior design, and smart home technologies

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Home and Garden in Thailand - Industry Overview

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DISCLAIMER

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