



# Home and Garden in Thailand

May 2025

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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  
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