



# Food Preparation Appliances in Thailand

December 2023

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## Food Preparation Appliances in Thailand - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Food preparation appliances sees slower growth as economic pressures take their toll  
Home cooking trend finding success on TikTok and driving demand for food preparation appliances  
The rise of livestreaming and e-commerce a big plus for sales of food preparation appliances

#### PROSPECTS AND OPPORTUNITIES

New property development expected to be a key sales driver for food preparation appliances  
Social media playing an important role in driving the home cooking trend and in raising awareness around the importance of eating healthily  
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