



Microwaves in Thailand

December 2023

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Microwaves in Thailand - Category analysis

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2023 DEVELOPMENTS

Convenience the key driver of demand for microwaves while new lower-priced models help expand the potential market audience

Built-in microwaves losing favour due to high prices

Brands adopt different strategies to win favour in an increasingly competitive market

PROSPECTS AND OPPORTUNITIES

Health concerns and home-based working two trends that are likely to shape demand for microwaves over the forecast period

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