



Small Cooking Appliances in Thailand

December 2023

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Small Cooking Appliances in Thailand - Category analysis

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2023 DEVELOPMENTS

Sales of small cooking appliances benefit from home cooking trend and an increased focus on healthy eating

Consumers invest in small cooking appliances as they look to recreate the café experience at home

Light fryers facing competition from other multifunctional cooking appliances

PROSPECTS AND OPPORTUNITIES

As homes get smaller the demand for small cooking appliances should grow

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