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# Refrigeration Appliances in Thailand

December 2023

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## Refrigeration Appliances in Thailand - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Wealthy consumers paying more attention to the look of their refrigeration appliances as well as their functionality

Chinese brands steal the show with affordable low-capacity refrigeration appliances

Wealthier consumers looking for modern and attractive refrigeration appliances

#### PROSPECTS AND OPPORTUNITIES

Sales of built-in refrigeration appliances in Thailand set to continue declining due to limited appeal and high prices

New property development set to fuel growth in demand

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