



Home Improvement in Thailand

May 2024

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Home Improvement in Thailand - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Geometric and floral wallpapers gain popularity in Thai homes
Hardwood and resilient flooring dominates, due to its durability

PROSPECTS AND OPPORTUNITIES

Growth will be limited by consumer price sensitivity, although increasing willingness to carry out small DIY projects will drive demand for power tools
Demand for high-tech smart toilets is expected to rise
Eco-friendly home improvement products will gain traction

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DISCLAIMER

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