



Megatrends in Thailand

August 2024

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Businesses harness megatrends to renovate, innovate and disrupt

The drivers shaping consumer behaviour

Megatrends framework

CROSS-TREND COMPARISON: THAILAND

Thai consumers set to spend more on convenience

CONVENIENCE

Convenience

In Bangkok, IKEA opens first city-centre store in Southeast Asia

Older generations have the means to invest in time-saving products and services

Thais aim to achieve a better balance between work and leisure

The ability to immediately obtain a product is key factor driving consumers to shop in-store

Gen Z value the ability to customise products when shopping online

Lack of time for cooking motivates consumers to order takeaway or dine out

DIGITAL LIVING

Digital living

Line Man Wongnai seeks super app status

Thai consumers are digitally-savvy

More than half of respondents are willing to share their data to get personalised offers

Gen Z are the least likely to share their personal information

Social media becomes the top source of information for Thais

Share of consumers expecting more activities to shift online in future grows

DIVERSITY AND INCLUSION

Diversity and inclusion

Grab Thailand aims to empower female drivers with #WomenWelcome campaign

Thais tend to be more involved in social and political issues than their global counterparts

Two thirds of Thai consumers are open to new cultures

Two thirds of respondents purchase from trustworthy brands

EXPERIENCE MORE

Experience more

AWC caters to modern travellers with integrated experience app

Shopping and socialising top the list of leisure activities

Thais look for safety and relaxation when choosing travel destinations

Millennials most of all generations prefer tailored experiences

PERSONALISATION

Personalisation

Homewares marketplace NocNoc uses AI to develop personalised service

Thais are more willing to share their data to get personalised offers

Half of Gen Z respondents claim they like to be distinct from others

PREMIUMISATION

Premiumisation

Brownie House caters to demand for premiumisation in sweet snacks

Consumers seek uniqueness and simplicity

Thais prefer to know what they are buying, making clear product communication essential

Consumers are paying closer attention to health attributes in food and drink

PURSUIT OF VALUE

Pursuit of value

Central Retail Corp launches new low-cost wholesale model

Thai consumers seek more ways to economise

Consumers are hit by the cost-of-living crisis

Repurposing movement gains traction

Gen Z are the most likely to reduce spending on products and services

SHOPPER REINVENTED

Shopper reinvented

“Tech-enabled” coffee chain Flash Coffee plans major expansion

Celebrity endorsements are held in high regard

Most products still purchased in-store, with notable exception of toys and travel

Nearly half of Thai respondents follow companies on social media

Millennials are most likely to buy something on social media

SUSTAINABLE LIVING

Sustainable living

Secondlifeasia aims to reduce e-waste by prolonging device usage

Conscious consumerism is on the rise

Younger consumers are more inclined to follow conscious consumerism principles

Reducing plastic use remains at the top of the list of green activities

WELLNESS

Wellness

Sappe targets Gen Z with innovative mood-related functional waters

Holistic wellness gains traction

Higher vitamin consumption remains a legacy of COVID-19

Health takes centre stage in consumer priorities

Leverage the power of megatrends to shape your strategy today

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