



Thailand: Consumer Profile

January 2025

Table of Contents

INTRODUCTION

Scope

Key findings

Key drivers affecting consumers in Thailand in 2023

How developments today shape the consumers of tomorrow

POPULATION AND SOCIETY

Today 2023: Stable population with Generation X as the largest cohort

Population stability with an ageing trend and low fertility rate

High cholesterol and rising obesity prevalent in Thailand's health landscape

Tomorrow 2040: Declining population and rising median age highlight Thailand's ageing future

Population decline to shift market focus towards older generations by 2040

Urbanisation accelerates despite a shrinking working-age population

Opportunities for growth

POPULATION AND SOCIETY

Case study: True Corporation's "Comfortable Senior" package enhances digital inclusion

HOUSEHOLDS AND HOMES

Today 2023: Growing single person households and a shift towards child-free homes

Shrinking household sizes reflect shifting family dynamics in Thailand

Thai consumers prioritise space, clear air and safety while housing costs rise

Tomorrow 2040: Prevalence of single person and couples without children households

Ageing and male-dominated household leadership projected by 2040

Expanding digital connectivity and device ownership across Thai households

Opportunities for growth

Case Study: SLEEK EV hitting the streets of Thailand

INCOME AND EXPENDITURE

Today 2023: Low unemployment while disposable income and costs of living rise

Rising prices in transport and hospitality have not led to high inflation

Millennials and Gen Z lead in spending optimism, focusing on health and experiences

Tomorrow 2040: Increased disposable income and expanding middle class

High-income growth among younger Thais set to drive luxury consumption

Projected growth in consumer spending, led mostly by Bangkok

Opportunities for growth

Case study: Happitat at The Forestias - upcoming hub for nature and virtual experiences

LIFESTYLES

Key findings of the consumer survey

Younger generations prioritise health and quality in willingness to pay more

Thai consumers feeling financial pressures turn to bargain hunting and minimalist shopping

Environmental concerns drive eco-conscious actions among Thai consumers

Millennials lead in financial confidence and savings among Thai consumers

Job security and reskilling dominate work priorities amid automation trends

Opportunities for growth

LIFESTYLES

Case study: Kao and Earth's ARS Mos Shooter: Eco-friendly mosquito control

CONCLUSION

Key takeaways

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/thailand-consumer-profile/report.