

Megatrends in Thailand

Market Direction | 2022-11-02 | 54 pages | Euromonitor

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Report description:

This Megatrends report highlights long-term trends resulting from shifts in consumer values and behaviour. It provides a summary of each of Euromonitor International's eight focus megatrends and insights as to how each trend has manifested in Thailand.

Euromonitor's Megatrends in Thailand report analyses factors influencing national consumer expenditure. Consumer lifestyles reports include coverage of: population, urban development, home ownership, household profiles, labour, income, consumer and family expenditure, health, education, eating habits, drinking habits, shopping habits, personal grooming, clothing, leisure habits, savings and investments, media, communication, transport and travel and tourism. Use this report to understand the factors influencing a nation's lifestyle choices.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Megatrends market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Scope

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The drivers shaping consumer behaviour
Megatrends framework
Businesses harness megatrends to renovate, innovate and disrupt
Digital living
Robinhood aims to become Thailand's first home-grown super-app
Mobile apps are a key part of urban life
Most consumers are keen to manage their online privacy
Younger generations are most willing to share their data for personalised offers
Thais place their trust in consumer reviews
Return to face-to-face activities expected post-pandemic
Experience more
V-Avenue.Co leverages AR to power a new digital shopping experience
Real world experiences are the most highly valued
Leisure shopping is an activity enjoyed by most Thais
Travellers seek relaxation and safety above all
Millennials are the most eager to resume face-to-face activities
Middle class reset
Gen Z are the biggest bargain-hunters
The concept of repurposing is still not widely adopted in Thailand
Baby Boomers are most likely to increase purchases of pre-owned items
Premiumisation
Dutch Mill's new premium yoghurts promote good mood and gut health benefits
Most consumers yearn for a simpler life
Thais are mainly confident in the value of their investments
Quality is the most sought-after feature in household essentials
Shifting market frontiers
Amazon Prime Video unveils localised experience in Thailand
Thai consumers show an interest in international products and cultures
Gen X are the most supportive of local products and services
Shopping reinvented
Central Retail teams with Zipmex to create its own metaverse
Thai shoppers are keen to engage with brands via social media
Millennials are the most likely to interact with brands
Sustainable living
Dole aims to resolve problem of food waste by repurposing discarded fruit and veg
Thai consumers are keen to play their part in protecting the environment
Reducing plastics use is the top environmental concern
Wellness
QminC launches functional drinks with immunity-boosting and anti-inflammatory properties
Consumers are taking more care of their personal health
Meditation is practised by the majority of the population
Consumers remain cautious about health and safety post-pandemic

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