

## **Consumer Types in Thailand**

Market Direction | 2023-07-11 | 49 pages | Euromonitor

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### **Report description:**

Consumer Types can be a powerful tool to help companies better understand and appeal to their target markets. By going beyond typical demographic-based segmentation, such as age or gender, and grouping consumers based on shared traits and preferences, companies can better develop products and marketing campaigns that resonate with key customers.

Euromonitor's Consumer Types 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 Consumer Types 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

Why segment consumers by type?

Breakdown of consumer types in Thailand

Who is the Undaunted Striver?

Best ways to target the Undaunted Striver

Who is the Conservative Homebody?

Best ways to target the Conservative Homebody

Who is the Minimalist Seeker?

Best ways to target the Minimalist Seeker

Who is the Empowered Activist?

Best ways to target the Empowered Activist

Who is the Impulsive Spender?

Best ways to target the Impulsive Spender

Who is the Cautious Planner?

Best ways to target the Cautious Planner

Age and gender

City size and parental status

Education

Employment (1)

Employment (2)

Income

Euromonitor International's Consumer Types series

How do we create our Consumer Types?

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