

Megatrends in Thailand

Market Direction | 2024-08-27 | 75 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 10 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

Businesses harness megatrends to renovate, innovate and disrupt

The drivers shaping consumer behaviour

Megatrends framework

Thai consumers set to spend more on 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

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

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

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

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

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

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

"Tech-enabled" coffee chain Flash Coffee plans major expansion

Celebrity endorsements are held in high regard

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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
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
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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