

Thailand: Consumer Profile

Market Direction | 2025-01-16 | 45 pages | Euromonitor

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Report description:

Thailand's consumer landscape is evolving with urbanization, an aging population, and a growing middle class. Millennials and Gen Z lead eco-conscious trends, while single-person households rise. Economic pressures push quality-focused, sustainable spending. Health awareness and community support are increasingly prioritized as Thai consumers blend tradition with modern, experience-driven values.

Euromonitor's Thailand: Consumer Profile 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 Economy 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.

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Scope

Key findings

Key drivers affecting consumers in Thailand in 2023

How developments today shape the consumers of tomorrow

Population stability with an ageing trend and low fertility rate

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

Population decline to shift market focus towards older generations by 2040

Urbanisation accelerates despite a shrinking working-age population

Opportunities for growth

Shrinking household sizes reflect shifting family dynamics in Thailand

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

Ageing and male-dominated household leadership projected by 2040

Expanding digital connectivity and device ownership across Thai households

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

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

Projected growth in consumer spending, led mostly by Bangkok

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

Key takeaways

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