



# Consumer Lifestyles in Thailand

June 2024

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Consumer landscape in Thailand 2024

## PERSONAL TRAITS AND VALUES

Personal traits and values

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Older generations make sure to follow safety measures before stepping out of their house

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Personal traits and values survey highlights

## HOME LIFE AND LEISURE TIME

Home life and leisure time

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Consumers in Thailand desire a secure place to visit when travelling

Home life and leisure time survey highlights

## EATING AND DIETARY HABITS

Eating and dietary habits

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Eating and dietary habits survey highlights

## WORKING LIFE

Working life

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Consumers desire a job that enables a split between work and personal life

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Working life survey highlights

## HEALTH AND WELLNESS

Health and wellness

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Baby boomers use apps to track health or fitness

Health and wellness survey highlights

## SHOPPING AND SPENDING

Shopping and spending

Thai consumers always on the look out for the best deals

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Shopping and spending survey highlights

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