



Consumer Values and Behaviour in Thailand

June 2024

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HIGHLIGHTS

Consumer values and behaviour in Thailand

PERSONAL TRAITS AND VALUES

Taking health and safety measures before leaving the home paramount for Thai consumers

Generation X most comfortable with their identity and expressing themselves

Thai consumers extensively research the products and services they consume

Baby boomers enjoy interacting with all brands, new and old

Thai consumers not convinced they will work less in the future

Gen Z believe they will take on more work and must work harder in the future

HOME LIFE

Baby boomers spend the most time doing activities at home

Safe location remains the most desired home feature

COOKING AND EATING HABITS

Thai consumers prefer to cook and bake for themselves at home

Thai consumers way more confident in their cooking skills compared to rest of the world

Baby boomers not held back by barriers to cooking at home

Focusing on nutritional labels most important dietary restrictions for Thai consumers

WORKING LIFE

Millennials strongest advocates of a lenient work-life balance

Job security remains number one work priority in Thailand

Consumers in Thailand aim to maintain a strict boundary between work and personal life

LEISURE

Thai consumers enjoy pursuing shopping as a pleasurable pastime

Baby boomers most interested in leaving the home for leisure activities

Thai consumers prioritise safe destination when travelling

Younger generations expect to get the most value for money options when on vacation

HEALTH AND WELLNESS

Thai consumers choose to run or jog at least weekly for exercise

Team sports and group classes filled with baby boomers

Consumers are interested in meditation to improve wellbeing

SUSTAINABLE LIVING

Thai consumers are feeling uneasy about the effects of climate change

Consumers less active in behaviours impacting the environment compared to rest of the world

Baby boomers least concerned about green behaviours and activism

SHOPPING

Thai consumers are much less interested in shopping malls compared to the global average

Younger generations more likely to browse stores without making a purchase

Consumers strive to live a simplistic lifestyle free of material desires

Younger consumers especially interested in purchasing private label offerings

SPENDING

Thai consumers expect to increase spending on health and wellness

Gen X expect to increase their spending on health and wellness the most

Thai consumers are capable of routinely putting away a fraction of their salary

Younger generations leading the pack in positive saving habits
Millennials less inclined to try and save money over the next year

TECHNOLOGY

Thai consumers take an active role in controlling the sharing of data and managing privacy settings
Baby boomers most active in managing their online profiles and marketing initiatives
Thai consumers committed to social networking daily
Thai millennials are the most active cohort in frequency of online activities
Younger generations most frequently purchase goods online
Thai consumers actively engage with companies online, far above global averages
Thai millennials driving online interactions with companies

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