



# Consumer Types in Thailand

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Table of Contents

Scope

## INTRODUCTION TO CONSUMER TYPES

Why segment consumers by type?

Breakdown of consumer types in Thailand

## SHOPPING HABITS OF CONSUMER TYPES IN THAILAND

Who is the Undaunted Striver?

Undaunted Striver : demographic profile

Undaunted Striver: values and influences

Undaunted Striver: in-store and online shopping motivations

Best ways to target the Undaunted Striver

Who is the Conservative Homebody?

Conservative Homebody : demographic profile

Conservative Homebody: values and influences

Conservative Homebody: in-store and online shopping motivations

Best ways to target the Conservative Homebody

Who is the Minimalist Seeker?

Minimalist Seeker : demographic profile

Minimalist Seeker: values and influences

Minimalist Seeker: in-store and online shopping motivations

Best ways to target the Minimalist Seeker

Who is the Empowered Activist?

Empowered Activist : demographic profile

Empowered Activist: values and influences

Empowered Activist: in-store and online shopping motivations

Best ways to target the Empowered Activist

Who is the Impulsive Spender?

Impulsive Spender : demographic profile

Impulsive Spender: values and influences

Impulsive Spender: in-store and online shopping motivations

Best ways to target the Impulsive Spender

Who is the Cautious Planner?

Cautious Planner : demographic profile

Cautious Planner: values and influences

Cautious Planner: in-store and online shopping motivations

Best ways to target the Cautious Planner

## DEMOGRAPHIC BREAKDOWN

Age and gender

City size and parental status

Education

Employment (1)

Employment (2)

Income

## RESEARCH OVERVIEW

Voice of the Consumer: Lifestyles Survey

Euromonitor International's Consumer Types series

How do we create our Consumer Types?

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

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