



Consumer Lifestyles in Thailand

June 2024

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Scope

CONSUMER LANDSCAPE

Consumer landscape in Thailand 2024

PERSONAL TRAITS AND VALUES

Personal traits and values

Thai consumers feeling the pinch of rising prices and looking for ways to simplify their lives

Younger generations prioritise quality time with their parents

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

Consumers in Thailand conduct thorough investigations on the goods and services they use

Millennials feeling particularly optimistic about the future

Personal traits and values survey highlights

HOME LIFE AND LEISURE TIME

Home life and leisure time

Excluding baby boomers , all generations frequently connect with loved ones virtually

Baby boomers spending the most time online for leisure activities

Outside space is most desired home feature among older generations

Safe location remains major preference for ideal home location

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

Taking vitamins and health supplements preferred method to manage health and wellness

Gen Z admit their culinary abilities are not great

Millennials love snacking when in front of the TV

Older generations more likely to be vegetarian and avoid eating meat or fish

Thai consumers are ready to pay more for products with health and nutritional properties

Eating and dietary habits survey highlights

WORKING LIFE

Working life

Companies that prioritise health and safety remain paramount to all employees

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

Baby boomers less worried about job security compared to all the other generations

Thai workers wish to be their own boss and to work from home

Working life survey highlights

HEALTH AND WELLNESS

Health and wellness

Respondents like to run or jog

45% of Gen X engage in herbal remedies to reduce stress

Respondents think health and nutritional properties is the most influential product feature

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

Younger generations often visit stores without making a purchase as they simply browse

Older generations prefer products with easy to read labels for their convenience

Thai consumers committed to purchasing goods that are eco/ethically conscious
Younger generations especially driven to buy brands from purpose-driven companies
While millennials love to, baby boomers least likely to buy something via social media
Consumers in Thailand highly trust friends and family recommendations
Strong intentions by Thai consumers to put more money aside for saving
Younger generations in better position to save a percentage of their salaries
Shopping and spending survey highlights

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