



Consumer Lifestyles in Thailand

June 2025

Table of Contents

Scope

CONSUMER LANDSCAPE

Consumer landscape in Thailand 2025

PERSONAL TRAITS AND VALUES

Personal traits and values

Consumers in Thailand feel concerned that the cost of everyday items is going up

Time with parents - most prioritised by Gen Z

Gen X purchase solely from brands and companies that they have complete faith in

Consumers in Thailand carry out in-depth studies on the products and services they consume

Baby Boomers anticipate a rise in the amount of actions conducted through online platforms

Personal traits and values survey highlights

HOME LIFE AND LEISURE TIME

Home life and leisure time

Playing video games - most popular home activity among Gen Z consumers

Consumers go shopping for leisure

Energy efficiency - most desired home feature by Gen X

Safe location - most desired external feature by older generations

Thais seek getting the most value for money when travelling

Home life and leisure time survey highlights

EATING AND DIETARY HABITS

Eating and dietary habits

Consumers demand healthy ingredients in food and beverages

Millennials most likely to claim they have no time for cooking

Younger generations look for snacks that are convenient to eat outside the home

Millennials closely read nutrition labels

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

Eating and dietary habits survey highlights

WORKING LIFE

Working life

Millennials want to be given challenging responsibilities

Consumers desire to have the flexibility to work from own home

Younger generations want the opportunity to work abroad

Thais would like to be self-employed

Working life survey highlights

HEALTH AND WELLNESS

Health and wellness

Respondents most actively engage in running or jogging

Meditation remains a popular stress-reduction activity, especially among younger cohorts

Thai consumers see health and nutritional properties as the most influential product feature

Younger generations frequently visit health-related or medical sites

Health and wellness survey highlights

SHOPPING AND SPENDING

Shopping and spending

Thais like to find bargains

Millennials regularly buy themselves small treats

Gen Z most likely seek niche brands that are hard-to-find or unique

Millennials are most interested in acquiring items that have been previously owned
Consumers in Thailand often share/swap items or services
Millennials most likely to interact with companies' social media feed or post
Consumers in Thailand highly trust friends and family recommendations
Health and wellness expected to see the biggest increase among Thai consumers
Millennials are the most content with the situation of their finances
Shopping and spending survey highlights

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