Euromonitor International

Consumer Lifestyles in Thailand

September 2026

Table of Contents

Scope

CONSUMER LANDSCAPE

Consumer landscape in Thailand 2026

PERSONAL TRAITS AND VALUES

Personal traits and values
Consumers in Thailand look for ways to simplify their life
Gen Z prioritise time for themselves
Consumers in Thailand feel comfortable expressing identity with friends and family
Consumers value real world experiences
Millennials say it is likely that they will experience greater happiness in the future
Personal traits and values survey highlights

HOME LIFE AND LEISURE TIME

Home life and leisure time
Connecting with friends or family virtually is a popular younger generations home activity
Millennials browse through websites or apps designed for finding potential partners
Respondents desire safe destinations when travelling
Home life and leisure time survey highlights

EATING AND DIETARY HABITS

Eating and dietary habits
Consumers in Thailand look for healthy ingredients in food and beverages
Gen X are most likely to state they are too busy to prepare meals
Many c onsumers prepare meals themselves at least once a day
Gen X look for healthy ingredients in food and beverages
Consumers are willing to pay more for products with health and nutritional properties
Eating and dietary habits survey highlights

WORKING LIFE

Working life
Millennials want to work for a company that takes ethical and social responsibilities seriously
Thais seek to work close to home
Gen X seek to contribute to a successful company
Consumers in Thailand want to be self-employed
Working life survey highlights

HEALTH AND WELLNESS

Health and wellness
Thai consumers participate in running or jogging
Massage is a popular stress-reduction measure among Millennials
Thais consider health and nutritional properties to be the most influential product feature
Younger generations are most likely to track health and fitness
Health and wellness survey highlights

SHOPPING AND SPENDING

Shopping and spending
Thais have a fondness for great bargains
Millennials love exploring shopping malls
Younger generations look for personalised shopping experiences
Gen X are most likely to make the effort to buy from local stores
Consumers often share/swap items or services

Millennials regularly engage with businesses' social media content
Gen Z are most likely to use a price comparison websites
Thais are set to increase spending on health and wellness the most
Millennials say they depend on credit cards and overdrafts to manage their day-to-day costs
Shopping and spending survey highlights

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