Euromonitor International

Consumer Values and Behaviour in Thailand

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CONSUMER VALUES AND BEHAVIOURS IN THAILAND

Scope

HIGHLIGHTS

Consumer values and behaviour in Thailand

PERSONAL TRAITS AND VALUES

Consumers are worried about the cost of everyday items increasing
Older generations prioritise taking precautions for health and safety when leaving home
Consumers seek out distinctively tailored products and services to meet their requirements
Gen X enjoy experimenting with new products and services
Consumers in Thailand foresee that their current level of happiness will improve in the future
Millennials expect to be better off financially in future

HOME LIFE

At home, consumers connect with friends or family virtually

COOKING AND EATING HABITS

Consumers in Thailand prefer to cook or bake themselves
Over 35% of consumers state that they do not have time to cook
Older generations are most likely to state that they do not cook well
53% of consumers in Thailand look for healthy ingredients in food and beverages

WORKING LIFE

Gen X prefer to find employment that balances personal and work life
Consumers in Thailand primarily desire job security
Consumers in Thailand say they have a strict boundary between work and personal life

LEISURE

Consumers frequently go shopping for leisure
Younger generations frequently social with friends online
Consumers' top travel motivation - safe destination
Gen X prefer to immersion in local culture when travelling

HEALTH AND WELLNESS

Consumers in Thailand choose to run or jog as exercise
Millennials and Generation X are most likely to cycle or ride a bike
Consumers in Thailand are interested in meditation for wellbeing

SUSTAINABLE LIVING

Thais are feeling uneasy about the effects of climate change
Consumers actively reduce plastics use and recycle
Thais are motivated to use sustainable packaging

SHOPPING

Consumers enjoy discovering good deals
Younger generations say that buying eco/ethically-conscious products makes them feel good
Almost 45% of consumers endeavor to lead a minimalist lifestyle
Younger generations look for products with private labels and lower prices

SPENDING

Consumers in Thailand would like to increase spending on health and wellness
Millennials are set to increase spending on health and wellness the most
Over 35% of consumers in Thailand can regularly save a part of their income

Older generations are most concerned about their financial situation
Gen Z expect to increase their savings over the next 12 months

TECHNOLOGY

Consumers in Thailand actively manage data sharing and privacy settings
Younger generations are more open to sharing data to receive targeted offers
Half of consumers visit or update social networking sites almost every day
Younger generations regularly access to their financial accounts online
Younger generations are the most engaged with fitness and health apps
Over 40% of consumers buy items from social media platforms
Millennials are most likely to share opinions about products online

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