



Consumer Values and Behaviour in Thailand

June 2025

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CONSUMER VALUES AND BEHAVIOURS IN THAILAND

Scope

HIGHLIGHTS

Consumer values and behaviour in Thailand

PERSONAL TRAITS AND VALUES

Consumers in Thailand have complex ideals, preferences and concerns

Gen X worry about the increasing prices of everyday items

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

Millennials have a preference for branded products over their non-branded counterparts

Consumers in Thailand say it is likely that they will experience greater happiness in the future

Gen X are hopeful that their standard of living will improve

HOME LIFE

While at home, consumers in Thailand connect with friends or family virtually

Safe location is the most appreciated home feature among Thais

COOKING AND EATING HABITS

Thais prefer to prepare meals for themselves

Consumers in Thailand claim to be too busy to prepare meals

Younger generations say that their schedule does not allow for grocery shopping

Thai consumers look for healthy ingredients in food and beverages

WORKING LIFE

Baby Boomers expect to have the capability of performing job duties remotely

Consumers in Thailand primarily desire to have job security

Consumers say they have a strict boundary between work and personal life

LEISURE

Consumers go shopping for leisure

Millennials frequently socialise with friends in person for leisure

Thais prioritise getting the most value for money when travelling

Baby Boomers expect immersion in local life and traditions options when travelling

HEALTH AND WELLNESS

Consumers choose to run or jog as exercise

Millennials cycle or ride a bike weekly as exercise

Thais are interested in meditation to improve wellbeing

SUSTAINABLE LIVING

Consumers in Thailand are concerned about climate change

Consumers actively pursuing environmentally-conscious lifestyles

Thais motivated to choose products that are designed to use energy more efficiently

SHOPPING

Thais like to find bargains

Older generations would buy fewer, but higher quality items

Thais attempt to adopt a minimalist way of living

Older generations look for items that have simple to comprehend labels

SPENDING

Consumers set to increase spending on health and wellness

Gen Z set to increase spending on education the most

Consumers in Thailand are capable of routinely putting away a fraction of their salary
Older generations are uncertain about their current monetary status
Gen Z expect to increase overall spending the most

TECHNOLOGY

Consumers actively manage data sharing and privacy settings
Millennials say it is important to foster online identity
Thais access social media accounts to edit profiles
Gen X most frequent in their use of online communication or messaging apps
Younger generations using augmented reality to enhance the shopping experience
Consumers follow or like companies' social media feed or posts
Millennials spread the word about products by sharing it online

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