



Euromonitor
International

Thailand: Consumer Profile

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Key drivers affecting consumers in Thailand in 2025

How developments today shape consumer of tomorrow

POPULATION AND SOCIETY

Today 2025: Ageing population in sustained decline, driven by very low fertility

An ageing population of 71.6 million has started to shrink

Very high cholesterol tops the health risks

Tomorrow 2040: 65+ year-olds the only age-group expected to grow

Population falls to 69.5 million as it ages rapidly

Urbanisation rises sharply, led by Bangkok

Opportunities for growth

Case study: CP Aextra addresses Thailand's ageing population

HOUSEHOLDS AND HOMES

Today 2025: Single-person households lead as household sizes continue to shrink

Single-person households are the largest type

Most own houses as female-headed homes rise

Tomorrow 2040: Single households grow rapidly to account for almost one third of total

Households keep growing even as population falls

Connectivity and digital banking are widespread

Opportunities for growth

Case study: Minor International seeks to meet the needs of single-person households

INCOME AND EXPENDITURE

Today 2025: Equality is relatively high and improving, but debt is an issue

Prices fall, but consumers are still concerned about the cost of living

Rising incomes offset by heavy household debt and persistent cost pressures

Tomorrow 2040: Smaller share of Social Class E than the regional and global averages

Low inequality but modest wealth creation

Consumer spending grows to USD546 billion by 2040

Opportunities for growth

Case study: Krungsri aims to tackle high household debt

LIFESTYLES

Key findings of the consumer survey

Millennials and Generation X seek out high-quality household essentials

Bargain-hunting meets a quality bias

Sustainability and health shape values

Strong savings habits and financial optimism support future consumer confidence

Generation X and Millennials highly focused on job security

Opportunities for growth

Case study: TikTok Shop drives growth in retail e-commerce

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Key takeaways

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