

ATTITUDES TO GROCERY SHOPPING – THAI CONSUMER – 2022

Emphasise omnichannel strategies to familiarise Thais with online grocery shopping. Highlight value, quality, and health benefits in grocery selections.



A Mintel Analyst, Global Analyst



Attitudes To Grocery Shopping - Thai Consumer - 2022

This report looks at the following areas:

- The impact of COVID-19 and inflation on grocery shopping habits of consumers
- Key trends around consumers' grocery shopping behaviours in Thailand
- Channels of grocery shopping for the purchased product categories
- Characteristics and behaviours of each of the four grocery shopper segments
- Opportunities for brands for products and services related to groceries



Emphasise omnichannel strategies to familiarise Thais with online grocery shopping. Highlight value, quality, and health benefits in grocery selections.

Overview

Working adult Thais have less spending power as a result of the pandemic and **increased staple prices**, which influences their grocery shopping habits as they become more price and quality conscious. **More than one third** of Thais have religiously compared prices between retailers, switched to lower-priced alternatives, and read customer reviews before purchasing products more frequently.

Aside from the importance they place on product value and quality, the priority on health during COVID-19 increases their desire for healthier grocery items; **32%** of Thais have purchased healthy products more often since the pandemic began. **29%** of consumers are

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also more likely to shop at retailers that provide a variety of healthy options than at those that do not.

When it comes to grocery shopping, a third of Thais (32%) expect a diverse range of shopping experiences and have high expectations for better experiences, greater convenience and more value-for-money products/services. Brands/retailers can meet their needs, for example, by using automated technology, offering personalised selections or promotions, and providing online entertainment.

However, keep in mind that the majority of Thais (83%) are attempting to stick to their grocery budget. It is critical for brands/retailers to provide the most cost-effective grocery shopping experiences.

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Report Content



EXECUTIVE SUMMARY

- What you need to know
- Mintel's perspective

Key issues covered in this Report

- Overview

Market context

- Impact of COVID-19 on attitudes towards grocery shopping
 - Graph 1: consumers who agree that "online grocery shopping has become more appealing during the lockdown," by age group, 2021
- Entering the era of unmanned shopping
- A strong emphasis on speedy delivery
- Grocery shopping just gets more fun

What consumers want and why

- Consumers want: value, quality, and healthy grocery selections
 - Graph 2: consumer shopping behaviour, 2021
- Consumers want: attractive motivations to buy groceries online
 - Graph 3: elements encouraging consumers to continue shopping for groceries online, 2021
- Grocery shoppers want: different key aspects from retailers in order for them to meet their needs
 - Graph 4: factors motivating consumers to shop at one retailer over another, by shopper segment, 2021
 - Graph 5: elements encouraging consumers to continue shopping for groceries online, by shopper segment, 2021

Opportunities

- Focus on value, convenience and health
- Provide new shopping experiences
- Optimise omnichannel strategies

Mintel predicts

- The outlook of lifestyles of women in Thailand
- The marketing mix
- Make grocery shopping more enjoyable and contribute to the sustainability movement

KEY TRENDS

- What you need to know

Entering the era of unmanned shopping

- Consumers' emphasis on hygiene motivates the use of new technologies in grocery retailers
 - Graph 6: consumers who are worried about the COVID-19/coronavirus outbreak, by gender, 2022
- Retailers are optimising chatbots and real-time messaging tools
- Thais are becoming more accustomed to using vending machines
- Time to consider adopting more automation in the grocery shopping space

A strong emphasis on speedy delivery

- Expectations for grocery delivery flexibility are soaring
- Foodservice apps are competing to provide quick grocery deliveries
- Learn what foreign brands have to offer in terms of speedy grocery deliveries
- Rethink fast delivery

Grocery shopping just gets more fun

- COVID-19 compels grocers to expand their online entertainment offerings
- Thailand sees the growth of 'grocerant' store concept
- Retailers are becoming more daring by providing unexpected services
- Provide more enjoyment in grocery shopping experiences everywhere

CONSUMER INSIGHTS

- What you need to know

COVID-19's impact on grocery shopping behaviours

- Consumers have become more cautious before spending
- Help consumers stick to their grocery budget
 - Graph 7: consumer shopping behaviour, by age group, 2021
- Make it clear to customers how much money they have saved
 - Graph 8: consumer shopping behaviour, by age group, 2021
- Optimise consumer reviews and product claims
 - Graph 9: consumer shopping behaviour, by age group, 2021
- Promote the benefits of small-sized products in greater detail
 - Graph 10: consumer shopping behaviour, by age group and monthly household income, 2021
- Communicate quality and value in private labels to the masses
 - Graph 11: consumer shopping behaviour, by financial situation, 2021
- Promote new brands and products to women in particular
 - Graph 12: consumer shopping behaviour, by age group and gender, 2021
- Incorporate health benefits into products targeting working adults
 - Graph 13: consumer shopping behaviour, by age group, 2021

Grocery shopping channels and product categories

- Physical stores remain the main shopping channel for groceries
 - Graph 14: grocery products purchasing channels, 2021
- Make it easier for women to shop for supplements and beauty products online
 - Graph 15: online shoppers' purchase of 'vitamins and supplements' and 'beauty products and cosmetics', by age group and gender, 2021
- Continue to promote quality of online fresh produce, food and drinks
 - Graph 16: product categories consumers mostly shopped for at physical stores, 2021
- Enhance online promotion, delivery options and product variety to keep customers coming back to websites
- TURF analysis of attitudes to grocery shopping

Thai grocery shopper segments

- Grocery shopper segment 1: Sophisticated Shoppers
 - Sophisticated Shopper demographics
 - Communicate technology, sustainability, health, and premiumness to target Sophisticated Shoppers
 - Graph 17: factors motivating consumers to shop at one retailer over another, by shopper segment, 2021
 - Communicate technology, sustainability, health and premiumness to target Sophisticated Shoppers
 - Attract Sophisticated Shoppers by offering online assistance and entertainment
 - Graph 18: elements encouraging consumer to continue shopping for groceries online, by shopper segment, 2021
 - Attract Sophisticated Shoppers by offering online assistance and entertainment
- Grocery shopper segment 2: Premiumness Searchers
 - Premiumness Searcher demographics
 - Offer Premiumness Searchers a variety of brand options and tools to aid them in selecting the right items
 - Provide assurances of product quality for Premiumness Searchers
- Grocery shopper segment 3: Convenience Lovers
 - Convenience Lover demographics
 - Provide more everything-at-one-place to attract Convenience Lovers
 - Graph 19: factors motivating consumers to shop at one retailer over another, by shopper segment, 2021
 - Allow the ability to customise promotion and delivery options for Convenience Lovers
 - Graph 20: elements encouraging consumers to continue shopping for groceries online, by shopper segment, 2021
- Grocery shopper segment 4: Value Seekers
 - Value Seeker demographics
 - Establish a family atmosphere in grocery stores to attract Value Seekers
 - Inform Value Seekers about upcoming promotions and assist them in making the switch to online grocery shopping
 - Graph 21: types of grocery shoppers, by shopper segment, 2021
- Attentive services and low-priced options are the fundamentals for all grocery shopper segments
 - Graph 22: factors motivating consumers to shop at one retailer over another, by shopper segment, 2021

MARKET APPLICATIONS

- Opportunities: key focus areas

Focus on value, convenience and health

- Assist ahead-of-time shoppers in making use of their shopping lists
- Provide speedy grocery deliveries for time-pressed consumers
- Rather than competing on speed, offer unique grocery products
- Provide online smart shopping features to reduce shopping time
- Provide mobile grocery stores to the neighborhood to make their lives easier
- Offer personal grocery shoppers for more convenience
- Offer solutions to help online shoppers who are unsure of the pick-up time
- Offer subscriptions to provide more convenience
- Simplify the process of looking for healthy products
- Promote health benefits in food and drinks
- Highlight health benefits in beauty and personal care products

Provide new shopping experiences

- Employ the 'phygital' concept to increase enjoyment and convenience
- Use digital elements in-store to improve customer experiences
- Make a cross-category collaboration to provide new and exciting experiences
- Engage with customers and their friends on social media
- Interact with consumers on popular streaming platforms
- Interact with consumers online through mini games
- Provide consumers in rural areas with high-tech grocery shopping experiences
- Incorporate human interaction into the shopping experience
- Adopt Augmented Reality technology for improved online shopping
- Use QR codes to interact with customers

Optimise omnichannel strategies

- Make a drive-thru pick-up option available for convenience
- Provide pick-up lockers to increase order collection flexibility
- Adopt the 'ghost kitchen' concept with grocery items
- Integrate the concept of group buying with omnichannel operations
- Innovate in high-tech automation for omnichannel grocery retailing

APPENDIX

- Consumer research methodology

- TURF analysis

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