

ATTITUDES TOWARD LOCAL PRODUCTS – THAI CONSUMER – 2021

With a growing localism mindset, opportunities are arising for brands to creatively play-up local product benefits, quality and contribution to local communities.



A Mintel Analyst, Global Analyst



Report Content

EXECUTIVE SUMMARY

- What you need to know
- Mintel's perspective

Market context

- COVID-19's impact on local products
- Local and foreign brands can align with the shift towards localism
- Target the over-35s to be local product adoption leaders
 - Graph 1: statements agreed to by consumers regarding local product brands, by age group, December 2020
 - Graph 2: "since the COVID-19 outbreak, have your priorities changed for the following?", 14-19 September 2020
- Step up brands' commitment to the local communities
- Involve Millennials and Gen X in the local product consumption movement

What consumers want and why

- Consumers want: brands to prove their quality
 - Graph 3: elements encouraging local product adoption, by age group, area and household income, December 2020
- Consumers want: local brands that are convenient to buy
 - Graph 4: statement agreed to by consumers regarding local product brands, by age group, December 2020
- Consumers want: brands to do more to prove their social contribution
 - Graph 5: statement agreed to by consumers regarding local product brands, by age group, December 2020
- Consumers want: products localised to fit in with local needs
 - Graph 6: statement agreed to by consumers regarding local product brands, by age group, December 2020

Opportunities

- Prove how local products can help the local economy
- Promote quality, convenience and value for money
- Multinational brands can offer localised products

Mintel predicts

- The outlook for local products
- The marketing mix
- Step up online interaction and customisation
- Show proof of local commitment

KEY TRENDS

- What you need to know

The coming of 'locavorism'

- Brands can align with the strongly growing locavore trend
- COVID-19 has strengthened the localism mindset
- Local players can increase the use of different sales channels
- Increase occasions for small local product purchasing
- Emergence of online platforms to support local businesses
- Employ hashtags on social media to promote brands

Millennials and Gen X take the lead on localism

- Doing good for the world through social enterprise
- Thai working adults are into local products
 - Graph 7: agreed statement regarding local product brands, by age group, December 2020
- Partnering opportunities with platforms for the local community

National pride brings stronger localism

- Build on the increased appreciation of the nation's resources
- Innovate around the growing consumption of local ingredients
- Be among brands promoting local sources of ingredients

CONSUMER INSIGHTS

- What you need to know

Attitudes towards local products

- Definitions of local and multinational brands
- Confusion around brand country of origin exists
- CHAID analysis – attached consumers want local brands to promote more online
- CHAID analysis – attached consumers want local brands to promote more online
- CHAID analysis – increase local brand presence on social media
- Overcome the dilemma of whether to leave the brand's country of origin vague
- Promote local products as helping Thailand's economy
- Promote value-for-money benefits
- Add more appeal to local brands

Local product adoption & usership

- Local brands can reach stay-at-home consumers more

Attitudes Toward Local Products – Thai Consumer – 2021

- Graph 8: shifts in local brand purchasing behaviours in each category – buy 'more' local product brands than in 2019, by age group, December 2020
- Increase opportunities for at-home food & drinks
 - Graph 9: types of brands purchased in each category, December 2020
- Pursue opportunities in household and beauty & personal care
 - Graph 10: types of brands purchased in each category, December 2020
- Target older Millennials, the financially healthy and parents as key local product consumers
- Make working adults lead young gens to local brand adoption
 - Graph 11: types of brands purchased in each category – local brands, by age group, December 2020
- The financially healthy use local products more
 - Graph 12: types of brands purchased in each category – local brands, by financial situation, December 2020
- Rethink local product prices
- Target parents to build kids' familiarity with local brands
 - Graph 13: types of local brands purchased in each category, by parental status, December 2020
- Encourage young parents to use local baby product brands
 - Graph 14: shifts in local brand purchasing behaviours in each category – baby & child products, by age group, December 2020

Elements to increase local product adoption

- Build strong local brands through quality and beyond
- Always put quality first
 - Graph 15: elements encouraging local product adoption, by age group, area and household income, December 2020
- Improve distribution and show local commitment
 - Graph 16: elements encouraging local product adoption, December 2020
- Establish a positive brand image and packaging that supports it
 - Graph 17: elements encouraging local product adoption, by age group, area and household income, December 2020
- Retailers can help push local products to be more noticeable
 - Graph 18: elements encouraging local product adoption, by age group, December 2020
- Be present on social media
 - Graph 19: statement agreed to by consumers regarding local product brands, by age group, December 2020
- Adopt credible influencers to promote local products
 - Graph 20: elements encouraging local product adoption, by age group, December 2020

MARKET APPLICATIONS

- Opportunities: key focus areas

Promote how local products can help the local economy

- Give reasons for local product adoption

- Take pride in showing the brand's country of origin
- Be a part of making the world a better place
- Show brand's support for local farmers
- Provide purchasing convenience
- Offer online platforms to stock local products

Promote quality, convenience and value for money

- Make Thai products more relevant for Thais
- Retailers can accommodate local product shoppers
- Recreate 'floating markets' at physical stores
- Offer local private label products
- Create pop-up local product events for youngsters
- Reassure consumers about brand quality
- Show proof of fair trade to consumers
- Emerging brands can consider adopting influencer marketing
- Connect to home-stayers
- Offer convenience to at-home consumers
- Prove that the products are value for money

Multinational brands to offer localised products

- Attract consumers with a real Corporate Social Responsibility
- Learn from individuals and smaller players
- Adapt to changing local cultural contexts
- Communicate localisation messages to working Thai adults
 - Graph 21: statement agreed to by consumers regarding local product brands, by age group, December 2020
- Incorporate familiar ingredients into products
- Add flavours that Thais love
- Adopt the taste of local favourites for the locals

APPENDIX

- Consumer research methodology

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