

# ATTITUDES TOWARDS MENTAL HEALTH – THAI CONSUMER – 2022

Take action to create awareness and help consumers uplift their emotional and mental state with engaging messages in a sincere way.



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# Attitudes Towards Mental Health - Thai Consumer - 2022

## This report looks at the following areas:

- Mental health condition at each life stage
- Factors that cause mental illnesses
- Implications of COVID-19 on mental wellbeing
- De-stigmatisation: how Thais have become more conscious of their mental state and are less afraid of getting professional advice
- Emerging mental health trends shaping the future of health and wellbeing
- Opportunities for brands to promote mental health awareness and to increase accessible and approachable customer engagement



Take action to create awareness and help consumers uplift their emotional and mental state with engaging messages in a sincere way.

## Overview

About **80%** of Thai consumers have experienced mental health conditions in the past six months, with **78%** faced it on a monthly basis. Top three symptoms reported were stress (**46%**), insomnia (**32%**), and anxiety (**28%**).

Consumers at each life stage and gender face different mental conditions: Gen-Zers are the loneliest generation, and women are more worn out than men. The poor mental state has been exacerbated by the prolonged COVID-19, as confirmed by **85%** of Thais. As a result of social distancing measures and financial instability, consumers feel **isolated** and are **uncertain** about their future.

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While there are mood and mind-body products on the market, their efficacy, as well as their high prices and lack of accessibility, remain in question. Since there is a widespread lack of understanding of mental wellness, consumers strongly expect brands/media to initiate mental health support. Brands can help raise mental health awareness in Thailand by, for example, promoting products that deal with stress or by hosting an open mental health forum on social media where people can voluntarily share their stories.

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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 mental health
  - Graph 1: consumers who agree that COVID-19 has increased the number of people suffering from mental illness, 2,000 internet users aged 18+, 2022
- Economic challenges raise financial concerns
- Stigma is a threat to stress management
- An increased lack of trust in functional products

### What consumers want and why

- Consumers want: media to initiate mental health support and reduce stigma
  - Graph 2: agreement with select statements on mental health and social media, by gender, 2022
- Consumers want: brands to be empathic and genuine
- Consumers want: spirit-lifting and mood-enhancing products
  - Graph 3: consumers who agree that products that help destress would be appealing, 2,000 internet users age 18+, 2022

### Opportunities

- Publicise campaigns and support mental fitness
- Show empathy and understanding in consumers' journey
- Launch reliable mood-lifting and stress-relieving products

### Mintel predicts

- The outlook of mental health in Thailand
- The marketing mix
- Sincerely engage with consumers' emotional needs while creating mental health awareness

## KEY TRENDS

- What you need to know

## Eliminating the stigma of mental illness

- The stigma behind mental issues and how it is changing
- Chipping away negative attitudes and prejudices
- Media should stop misrepresenting mental sickness
- Encourage consumers to be open about their feelings
- Online channels that promote messages of mental wellbeing
- Promote good mental health via social platforms

## Advancing technology in the mental space

- The growth of telehealth
- Smart devices for sleep tracking
- Consumers are embracing the use of technologies
  - Graph 4: agreed statement, 2022
- Wearable market is promising
- Stress assessment one click away
- Chatbot for mental health and emotional support

## Rise in mood management products/services

- Functional ingredients for emotional control
- Food for mental health support
- Natural therapy for mental remedies
- Green prescriptions to spend more time in nature
- Home spa and pampering products for a good time
- Relaxation products in the market
- Holistic wellness is the real thing

## CONSUMER INSIGHTS

- What you need to know

### Different mental states of Thai customers

- Mental conditions of Thais in the past six months
- Mental conditions of Thais in the past six months
- Mental health does not affect both genders equally
  - Graph 5: mental health conditions consumers have experienced in the last six months, by gender, 2022
- Women are more burned out than men
  - Graph 6: consumers experiencing burnout, by age and gender, 2022
- Gen-Z is the loneliest generation
  - Graph 7: consumers experiencing loneliness, by generation, 2022

- Mental challenges exacerbated by low self-esteem
  - Graph 8: consumers' concerns, by age, 2022
- Other people's perfection or self-worth?
- Insomnia equally affects all generations
- Insomnia equally affects all generations

### **Stress exacerbated by financial and physical concerns**

- Overview of Thai mental health status
  - Graph 9: mental health status, by category, 2022
- Consumers are unaware of their mental wellbeing
  - Graph 10: mental health conditions experienced by 'mentally good' and 'mentally poor' consumers in the last six months, 2022
- Increased levels of anxiety in the Thai workforce signals a red flag
  - Graph 11: consumers experiencing anxiety, by generation, 2022
- Growing financial challenges affect consumers
  - Graph 12: concerns over financial health, by age, 2022
- Women stress-out over their finances at a young age
  - Graph 13: financial stress, by age and gender, 2022
- Heightened importance of physical activities
  - Graph 14: exercise as a stress-reliever, by age, 2021
- Women spend to reduce negative feelings
- Customers want: professional quality, worth-it value, budget and simple services
- Motivations for mental health products/services adoption

### **Increased trust in media to raise mental awareness**

- The media has an impact on mental health awareness
  - Graph 15: agreed statement, by age, 2022
- Employ influencers to spread mental health awareness
- Thai consumers reduce stress by watching television
  - Graph 16: consumers using TV/movies as stress reliever, by age, 2022
- Media to help consumers detect early signs of mental health problems
  - Graph 17: agreement to the statement, 2022

## **MARKET APPLICATIONS**

- Opportunities: key focus areas

### **Promote mental awareness initiatives**

- Initiate mental health support
- Raise issues about self-esteem with the public

- Identify mental health triggers
- Collaborate with mental health organisations to be impactful
- Collaborate with mental health organisations to be impactful
- Donate to support psychological wellbeing
- Provide consumers with self-care tips
- Retailers to take action to support staff wellbeing

### **Be empathic and dare to speak to key target groups**

- Put mental health awareness as the core message
- Adorn products with uplifting messages
- Encourage consumers to speak out on tough emotional issues
- Motivate consumers to share their stories
- Do not downplay mental wellness
- Help consumers feel more connected to one another
- Be an inspiration to consumers
- Introduce a hybrid-working model

### **Market mood and mind-body products**

- Establish links between product benefits and mental health
- Functional drinks with healthy ingredients for mind-body wellness
- Create products that relate to physical wellbeing
- Design multisensory experiences to evoke happiness
- Help consumers relax with calming activities
- Use neuroimaging techniques to find the perfect fit
- Rely on nature for calming effect

## **APPENDIX**

- Consumer research methodology
- TURF analysis

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