

# FESTIVAL LIFESTYLE – THAI CONSUMER – 2021

Value deals, convenience and health benefits are required for celebratory moments. Experiences, technologies and appealing packaging are points of differentiation.



A Mintel Analyst, Global Analyst



# Report Content

## EXECUTIVE SUMMARY

- What you need to know
- Mintel's perspective

### Market context

- Impact of COVID-19 on festival lifestyle
  - Graph 1: agreed statement, by age group, 2021
- Be both functional and creative with festival products
- Provide more sustainable festival choices
- Promote self-gifting occasions for health purposes

### What consumers want and why

- Consumers want: different focused qualities for festival products
  - Graph 2: qualities of products/services that impact purchasing decision for festive/special occasions, by age group, 2021
- Consumers want: different products for each special occasion
  - Graph 3: associated product categories of spending for each occasion, 2021
- Consumers want: to shop for festival products online
  - Graph 4: purchasing channel for products for festive/special occasions, 2021

### Opportunities

- Start with value, health and convenience
- Offer new experiences and technologies
- Take packaging to the next level

### Mintel predicts

- The outlook of festival lifestyle in Thailand
- The marketing mix – 4Ps
- Drive festival products that are digital, practical and relevant

## KEY TRENDS

- What you need to know

### Functionality comes with creativity

- Thais lose spending power due to COVID-19
- Offer functionality in creative ways

# Festival Lifestyle – Thai Consumer – 2021

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- Be playful with creative gift surprises
- Make packaging suit recipients in fun ways
- Adopt digital platforms to enhance gifting experiences

## **Less extravagant, more sustainable**

- Be festive, but in a more sustainable way
- Provide more sustainable products for celebration
- Need for awareness on waste during big promotional days
- Offer sustainable products/packaging for gifting

## **Self-gifting for health reasons**

- Increased health priority leads to healthy festival product adoption
- Raise 'me-to-me' gifting occasions through food and shopping
- Expand self-(or to others)gifting territory in food and drinks

## **CONSUMER INSIGHTS**

- What you need to know

### **Overall picture of spending on festive/special occasions**

- Decreased spending power for festivity
- Make festivity more affordable with value-for-money products
  - Graph 5: agreed statement, by age group, 2021
- Target different age groups for each special occasion
  - Graph 6: occasions consumers spend on the most, by age group, 2021
- Target the masses on New Year's Day
- Focus on middle-income parents on Back to School day
  - Graph 7: occasions consumers spend on the most, by household income, 2021
- Target over-45s for religion-related spending
  - Graph 8: occasions consumers spend on the most, by age group, 2021

### **Purchasing channels of products for festive/special occasions**

- Increase festive sales on online platforms
  - Graph 9: purchasing channel for products for festive/special occasions, by special occasion, 2021
- Actively push brand official stores in e-marketplaces
  - Graph 10: purchasing channel for products for festive/special occasions, 2021
- Encourage over-45s to shop online for festive purposes
  - Graph 11: purchasing channel for products for festive/special occasions, by age group, 2021
- Encourage over-45s to shop online for festive purposes

## Festive/special spending occasion deep dive

- Three main occasions to spend extra
- Help Thais celebrate holidays with less financial worries
  - Graph 12: associated product categories of spending for festive seasons, 2021
- Target working adults for New Year's celebrations
  - Graph 13: occasions consumers spend on the most, by age group, 2021
- Excite youngsters with Christmas vibes and products
  - Graph 14: occasions consumers spend on the most, by age group, 2021
- Attract Thais to spend on special occasions
  - Graph 15: associated product categories of spending for festive seasons, 2021
- Target young men on Valentine's Days and anniversaries
  - Graph 16: occasions consumers spend on the most, by gender and age group, 2021
- Capture older women on traditional holidays
  - Graph 17: occasions consumers spend on the most, by gender and age group, 2021
- Prepare consumers for big promotion days
  - Graph 18: associated product categories of spending for festive seasons, 2021
- Involve older adults on big promotion days
  - Graph 19: occasions consumers spend on the most, by gender and age group, 2021

## Factors impacting spending on festive/special occasions

- Offer good deals that do not compromise satisfaction
  - Graph 20: qualities of products/services that impact purchasing decision for festive/special occasions, by gender and age group, 2021
- Create a 'gift for myself' occasion to target working adults
  - Graph 21: agreed statement, by age group, 2021
- Provide flexibility in gifting
  - Graph 22: agreed statement, by age group, 2021
- Bring convenience in processes to celebrate
- Cover health benefits in celebratory products
  - Graph 23: qualities of products/services that impact purchasing decision for festive/special occasions, by gender, age group and parental status, 2021
- Provide appealing packaging that is worth gifting
  - Graph 24: qualities of products/services that impact purchasing decision for festive/special occasions, by gender and age group, 2021
- Incorporate new technologies in products for celebration
  - Graph 25: qualities of products/services that impact purchasing decision for festive/special occasions, by gender and age group, 2021
- Offer unique festive experiences

- Graph 26: qualities of products/services that impact purchasing decision for festive/special occasions, by gender and age group, 2021

## MARKET APPLICATIONS

- Opportunities: key focus areas

### **Start with value, health and convenience**

- Make celebration less of a financial burden
- Offer value gifting ecosystem
- Offer health benefits in products for celebration
- Make good health a gift
- Provide gifts with health benefits
- Leverage at-home celebration convenience
- Lessen steps in the preparations for feasts
- Help consumers pick the right gifts
- Simplify the gifting functionality of online shops
- Offer fast and easy delivery for at-home celebration
- Give a chance for those who are away from home to celebrate

### **Offer new experiences and technologies**

- Adopt new technologies in celebratory experiences
- Help consumers spend holidays at home with virtual technology
- Make virtual shopping more fun on special days
- Offer more chances to join virtual festivals
- Push livestream shopping experiences to the next level
- Introduce unique, uncommon types of gifts
- Provide innovative digital gifting experiences
- Expand group of festive celebrators
- Modernise the old flavours of festive treats
- Make a fusion for new flavour experiences

### **Take packaging to the next level**

- Make product packaging more Instagrammable
- Offer new packaging-based experiences
- Make daily life products worthy of gift-giving
- Let consumers personalise their packaging
- Adopt influencer marketing to spread awareness
- Spice up hamper's charms
- Offer variety of themed hampers

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- Add value to gifts with customisation
- Vary purchasing purposes with seasonal packaging
- Produce eco-conscious consumers through sustainable packaging
- Create waste-free packaging for gifting
- Push communication on sustainable materials

### APPENDIX

- Consumer research methodology

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