

FESTIVAL LIFESTYLES – THAI CONSUMER – 2023

Let consumers indulge on holiday meals worry-free by adding healthy ingredients. Incorporate seasonal scents to evoke nostalgia and elevate celebratory moments.



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Festival Lifestyles - Thai Consumer - 2023

This report looks at the following areas:

- The impact of inflation on consumers' festive/special celebrations
- The importance of sustainability initiatives in holiday celebrations
- The relationship between food, feasting, culture and identity and how they shape festive/special celebrations in Thailand
- The role of nostalgia in festivities: how brands can strategically leverage nostalgia in their campaigns
- How the rising cost of living affects consumers' shopping behaviours during the holidays
- Opportunities for brands and companies to promote products and services to Thailand's holiday market



Let consumers indulge on holiday meals worry-free by adding healthy ingredients. Incorporate seasonal scents to evoke nostalgia and elevate celebratory moments.

Overview

Holiday celebrations bring people together. Whether it is international New Year or Thai New Year (known as **Songkran**), the holidays are when people enjoy gathering together in large crowds and form communities.

Songkran (49%) is the most widely celebrated festive occasion in Thailand. 82% of Thais say that reunion is a fundamental holiday tradition and so even those who live far away travel home for the holiday. Thai consumers reconnect with loved ones by sharing a meal and exchanging gifts.

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With the rising cost of living, **seven in 10** Thais prefer to stay in during festive/special occasions. They prepare meals to eat at home (**47%**) rather than going out for food (**31%**). Given that **the focus of feasts** is on traditions and enjoyment rather than restrictive calorie intake, food brands can **offer consumers balance through recipes that incorporate seasonal flavours and balanced nutrition for easy at-home celebrations**.

Consumers also look for **interactive seasonal events**. **79%** of them find products with festival-related messages appealing. Brands can **reimagine traditions by leveraging nostalgia campaigns and incorporating technology**, showing consumers how holiday celebrations can be both familiar and exciting.

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Report Content

EXECUTIVE SUMMARY

- Mintel's perspective

Key issues covered in this Report

- Overview
- Terms and definitions
- The outlook for festival lifestyles
- Use holiday meals as a means to connect
- Link nostalgia to holiday celebrations
- Simplify consumers' holiday shopping with convenience and deals through technology
- Quick download resources

KEY TRENDS AND MARKET FACTORS

- What you need to know

High inflation puts pressure on holiday occasions

- Consumers reduce their spending due to rising prices
- While low purchasing power mars holiday celebrations, brands are acting fast to respond to consumers' new needs
- Government agencies are lending a hand to celebrators
- What brands can do to help consumers celebrate within budget

Rising demand for value: focus on playfulness, cost efficiency and convenience

- How Thai consumers are mitigating rising costs
 - Graph 1: how consumers have/will budget in the past and next three months, 2022
- How Thai consumers are mitigating rising costs
- Rising costs make consumers reconsider ways of celebration
 - Graph 2: consumers who have shopped on festive/special occasions, 2022
- Bring festive activities home to do with family
- Enhance playfulness while keeping holiday traditions alive

Sustainability is trending during festivities

- Proclivity to sustainability is pronounced in young consumers
 - Graph 3: consumers who prefer using disposable utensils during celebrations, by generation, 2022
- A plan to reduce environmental impact is in action
- Consumers want to reuse holiday decorations or products year to year

- Brands can roll out creative campaigns to reduce waste during festivities

WHAT CONSUMERS WANT AND WHY

- What you need to know

Leverage the power of traditional holidays with food and togetherness

- Get-togethers are fundamental to holiday traditions
 - Graph 4: festive occasions during which consumers have spent the most in the past 12 months, 2022
- Traditional family gatherings are mostly celebrated by Gen X...
 - Graph 5: festive occasions during which consumers have spent the most in the past 12 months, by generation, 2022
- ...while family gatherings can be overwhelming for younger consumers
- Raise awareness about insensitivity and the importance of open communication
- Spotlight on McCain Foods: help consumers avoid awkward conversations at the dining table
- Highlight the comfort of feasting at home
 - Graph 6: consumers who eat as a way to celebrate during festive occasions in the past 12 months, by generation, 2022
- Provide consumers with easy-to-prepare, at-home food products and services
- Offer an alternative: promote the convenience of meal preparation to drive appeal
- Consumers' health-consciousness will shape holiday meal market
- Position products as digestion aids
- Attract celebrators with formulations for gut health

Inject on-site activities with holiday-inspired nostalgia

- Consumers shift to shopping at stores rather than online during festivities...
 - Graph 7: shopping locations during festive/special occasions, 2022
- ...signifying that consumers seek on-site holiday experiences
 - Graph 8: agreed statements on festive/special occasions celebration, by demographics, 2022
- Appeal to consumers by emphasising seasonality of festivals
- Holiday traditions are predictable: nostalgia is a powerful tool
- Position products as a nostalgic reminder to capture consumers' interest
 - Graph 9: consumers who agreed that they enjoy things that remind them of their past*, 2019-22
- Companies both new and old can build off of nostalgia
- Link nostalgia with holiday competitions
- The holidays are back! Offer nostalgic holiday treats for self-indulgence
- Spotlight on Starbucks: toffee nut latte Christmas drink
- Create emotional connections by invoking holiday memories

Tap into convenience, promotions and new ways to celebrate

- The holiday industry is driven by women
 - Graph 10: activities consumers do to celebrate during festive occasions in the past 12 months, by gender, 2022

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- Help female consumers simplify their holiday shopping decision-making process
- Create holiday shopping lists and offer hotlines for holiday tips
- Sales and promotions attract Gen Z the most
 - Graph 11: consumers who shop on promotional days, by generation, 2022
- Make opportunities for customers to earn deals by leveraging technology
 - Graph 12: consumers who agreed that they wait for discounts/offers during festive/special occasions, by generation, 2022
- Retailers to introduce new technology for holiday shopping deal hunt
- The younger the consumers, the more they spend on shopping days
 - Graph 13: consumers who agree that shopping festivals make them spend more than necessary, by generation, 2022
- Offer loyalty programmes that cater to consumers' long-term needs
- Young consumers love to celebrate holidays from other cultures
 - Graph 14: festive occasions during which consumers have spent the most in the past 12 months, by generation, 2022
- Take a step to initiate a new way of celebration

APPENDIX

- Consumer research methodology

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