Thais are delaying and cutting down spending to deal with inflation, but they still want to maintain their lifestyle and learn about money in a fun and easy way.
Thais are delaying and cutting down spending to deal with inflation, but they still want to maintain their lifestyle and learn about money in a fun and easy way.

Thais value financial wellbeing; 69% agreed that financial wellness has an impact on their overall health, both physical and mental. Unfortunately, the majority of Thais still lack confidence in their financial knowledge. This leaves room for brands to help impart financial education in brand offerings, which will help consumers feel more confident in their financial management skills. There is also an opportunity for brands to show that they do not only look for profits but genuinely find ways to help consumers spend more wisely.

Given that social media (48%) is the top source of financial knowledge Thais rely on and that 86% of Thais seek fun in all aspects of life, to help drive financial literacy, brands can leverage online channels and make financial learning engaging and interactive to grab consumers' attention.
Further, financial success means having savings (e.g., for retirement or emergencies) and being able to afford the desired living standards, as agreed by 55% of Thais who allocate funds towards self-indulgence. This signifies that while consumers are budgeting, they are also eager to splurge and explore. Incorporate additional values to showcase that brands' products and services are of quality that’s worth the money spent. Launch product lines with low to high pricing so that consumers can make their own choices.
EXECUTIVE SUMMARY

• Mintel’s perspective

Key issues covered in this Report

• Overview
• The outlook for Financial Wellness and Priority
• Financial impact leads to changing spending habits
• Financial impact leads to changing spending habits
• Consumers prioritise saving as well as fulfilling their needs
• Consumers prioritise saving as well as fulfilling their needs
• Drive financial learning by making it simple and fun
• Drive financial learning by making it simple and fun

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- Financial-related matters made easy
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- Consumer research methodology
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