

MARKETING TO MEN – THAI CONSUMER – 2022

Attract men to self-care and mental health discussions. Help them reach their health and financial goals, and engage them more in homecare and their interests.



A Mintel Analyst, Global Analyst



Marketing To Men - Thai Consumer - 2022

This report looks at the following areas:

- Key trends affecting Thai men: how the hypermasculinity movement and changes in the cryptocurrency and gaming industries affect men's attitudes and lifestyles
- Men's life priorities: what men prioritise in the near future
- Men's activities and interests: what activities men spend the majority of their time doing on a daily basis and what they are interested in
- Men's shopping behaviours
- Opportunities to target Thai male consumers



Attract men to self-care and mental health discussions. Help them reach their health and financial goals, and engage them more in homecare and their interests.

Overview

Most Thai men prioritise their health and wellness, financial health, and family. The emphasis in these areas is more pronounced among men over the age of 35 who are working hard to establish stability for themselves and their families.

Dictated by their priorities, men's interests are typically focused on self-care, financial development and skills learning. In-home entertainment and relaxation activities, which were amplified by the act of seeking ways to entertain themselves at home during the lockdown, are also heavily involved in their current lifestyles.

Men also show interest in mental health and grooming, with **76%** believing there should be more discussion about men's mental health and **75%** thinking it is crucial for men to regularly

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use beauty/grooming products. They also have a positive attitude toward homemaking, with **75%** seeing men who participate in household activities as cooler than those who do not.

Apart from opportunities to **target Thai men in health and wellness, homecare and their interests**, it is essential to address men's financial concerns first and foremost. Since the majority of men (**68%**) believe they bear a greater financial burden in the household than women, brands can **help men spend within their budget, particularly for household expenses**, while financial brands can **help them manage their money better**.

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Report Content

EXECUTIVE SUMMARY

- What you need to know
- Mintel's perspective

Key issues covered in this Report

- Overview
- Impact of COVID-19 on men's attitudes
 - Graph 1: men's activities done 'once a day or more', 2022
- Engage men in grooming, financial investment and gaming
- Men need assistance to improve their holistic health
 - Graph 2: men's top priorities in life in the next two years, by age group, 2022
- Make homemaking activities more convenient and enjoyable to engage men
 - Graph 3: activities done 'once a day or more', by gender, 2021
- Strengthen brands' bonds with men through men's interests and hobbies
 - Graph 4: men's interests, by age group, 2022

Mintel predicts

- The outlook for lifestyles of men in Thailand
- The marketing mix

KEY TRENDS

- What you need to know

The fall of the hypermasculinity concept

- The normalisation of men adopting beauty products
- Skincare products gain popularity among younger Thai men during the pandemic
- The blurring of the gender line opens up opportunities for gender-neutral products/services
- The growth of ageing positivity and the concept of ageless beauty have increased older men's prioritisation of self-care
 - Graph 5: consumers ranking 'appearance' as a top priority in the next two years, by age range, 2022
- Allow men to respond to their inner voices and be more themselves

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- The boom of investment in blockchain assets among men in Thailand
 - Graph 6: digital technologies that men are aware of and interested in, 2022
- The meltdown of the crypto market brings opportunities back for traditional financial investment products

- Utilise the crypto addiction to gain access to the men's mental health space

Heightened interest in the gaming industry

- Gaming is on the upsurge among young male jobbers
- The gaming community in Thailand is growing thanks to an increasing number of gaming influencers
- Use games to go beyond 'just for fun'
- Nostalgic marketing – an opportunity brought by the growth of gaming

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- What you need to know

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 - Graph 8: men prioritising physical wellbeing in the next two years, by age group, 2022
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 - Graph 9: men prioritising mental wellbeing in the next two years, by age group, 2022
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 - Graph 10: men prioritising financial health in the next two years, by age group, 2022
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 - Graph 11: men prioritising family in the next two years, by age group, 2022
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- Key takeaways about men's activities and interests
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 - Graph 14: men watching streaming videos once a day or more, by age group, 2022
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- Connect with family-oriented men with nature, relaxation, and family-friendliness

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- Graph 17: men interested in gardening/planting, by living situation and parental status, 2022
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- Key takeaways about men's shopping behaviours
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 - Graph 21: men purchasing products on impulse because of promotions, by age group, 2022
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MARKET APPLICATIONS

- Opportunities: key focus areas

Help men to maintain holistic health and grooming

- Bring the topic of healthy masculinity to the forefront of the discussion
- Promote stress-relieving products more to men
- Encourage men to express their feelings to raise mental health awareness among men
- Highlight 'for-men' benefits in grooming products
- Attract younger males with unisex cosmetics
- Incorporate technologies into men's grooming products to boost product appeal and quality trust
- Provide product customisation to meet men's health needs
- Support men of different lifestages in achieving their healthy-ageing targets
- Draw men's attention to more secure ways to manage and grow their money

Make it easier for men to participate in homecare

- To engage men, provide convenience and enjoyment in homecare activities
- Provide quick cooking products and tools to help men cook at home
- Promote household products or home appliances specifically targeting men
- Offer a home delivery service to lessen the burden of cooking and grocery shopping
- Provide tips on homecare activities in the channels men prefer
- Include elements that bring relaxation to homecare activities

Engage with men via their hobbies and interests

- Connect with males through online platforms to help them style
- Enter the gaming world to connect with young Thai men
- Help men learn new skills via short, entertaining videos on social media
- Engage older men in relaxing, family-oriented activities

APPENDIX

- Consumer research methodology

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