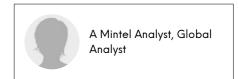
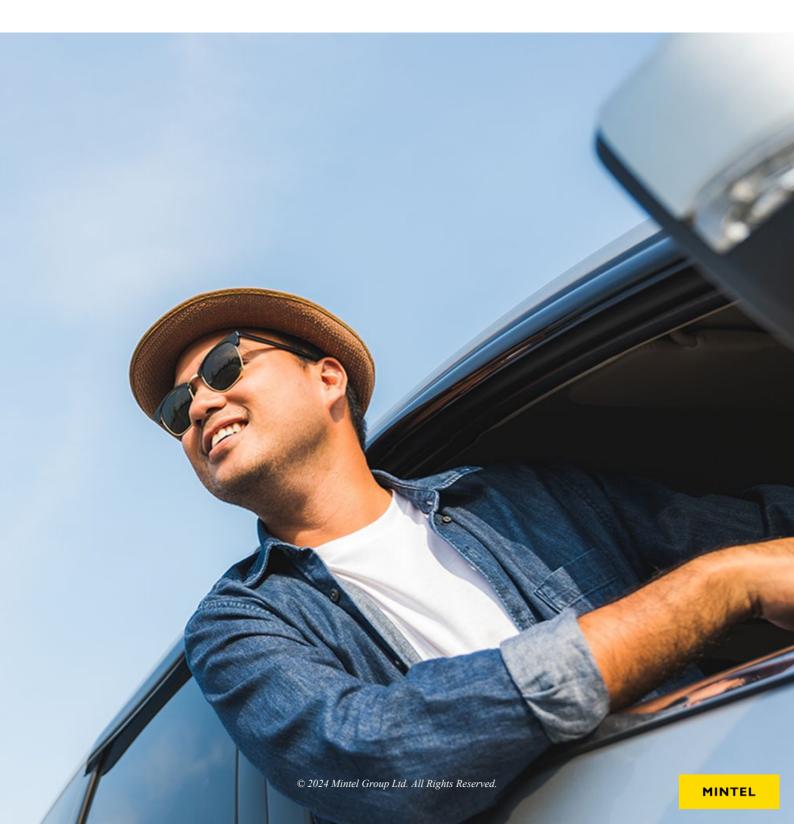
MARKETING TO MEN – THAI CONSUMER – 2022

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.





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

BUY THIS REPORT NOW €2600.00 | £2195.00 | \$2995.00*

store.mintel.com

Americas: +1 (312) 932 0400 China: +86 (21) 6032 7300 Germany: +49 (0) 211 3399 7411 India: +91 22 4445 1045 Singapore: +65 6653 3600

> Thailand: +66 2 821 5122 UK: +44 (0) 20 7606 4533

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.

BUY THIS REPORT NOW €2600.00 | £2195.00 | \$2995.00*

store.mintel.com

Americas: +1 (312) 932 0400 China: +86 (21) 6032 7300 Germany: +49 (0) 211 3399 7411 India: +91 22 4445 1045 Singapore: +65 6653 3600

> Thailand: +66 2 821 5122 UK: +44 (0) 20 7606 4533

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

The rise and fall of blockchain asset investment

- 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

CONSUMER INSIGHTS

· What you need to know

Men's priorities

- · Key takeaways about men's life priorities
- Priorities for men in the near future
 - Graph 7: men's top priorities in life in the next two years, by age group, 2022
- · Help men maintain and improve their physical fitness
 - Graph 8: men prioritising physical wellbeing in the next two years, by age group, 2022
- · Help men in dealing with mental health issues and stress
 - Graph 9: men prioritising mental wellbeing in the next two years, by age group, 2022
- · Aid men in reaching their financial goals and overcoming financial stress
 - Graph 10: men prioritising financial health in the next two years, by age group, 2022
- · Provide family-centric content to engage older men
 - Graph 11: men prioritising family in the next two years, by age group, 2022
- Provide men with tools to help them develop new skills and financial knowledge
 - Graph 12: men prioritising career path in the next two years, by age group, 2022
- · Serve the rising demand in men's beauty and grooming

Men's activities and interests

- Key takeaways about men's activities and interests
- · Connect with older men more on social media
 - Graph 13: men browsing social media once a day or more, by age group, 2022
- Engage men under 45 with streaming content and gaming
 - Graph 14: men watching streaming videos once a day or more, by age group, 2022
- Provide men with convenience and enjoyment in homemaking activities
 - Graph 15: men doing household chores and cooking at home once a day or more, by living situation and parental status, 2022
- · Employ games as a medium for connecting brands with younger men
 - Graph 16: men interested in gaming, by age group, 2022
- · Connect with family-oriented men with nature, relaxation, and family-friendliness

- Graph 17: men interested in gardening/planting, by living situation and parental status, 2022
- · Aid fathers in travelling with their families with less financial stress
- · Create café and restaurant experiences to engage young men and couples
 - Graph 18: men interested trying new restaurants/cafes, by age group, 2022

Men's shopping behaviours

- · Key takeaways about men's shopping behaviours
- · Optimise ads and content about health and style on social media
- Employ online reviews to influence older men's purchase decisions
 - Graph 19: people influencing men's purchasing decisions, by age group, 2022
- Communicate to partners to increase men's purchase intent
 - Graph 20: men's purchasing behaviours for personal care products that are linked to their partner, 2022
- Entice 35-44 year old men with appealing promotions
 - Graph 21: men purchasing products on impulse because of promotions, by age group, 2022
- · Use tailored messages to communicate directly with male urbanites
 - Graph 22: men's level of agreement with the statement "Advertisements that speak specifically to male consumers are appealing", by area, 2022

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

About Mintel Reports Thailand

Access our reports now and get the most accurate, credible and powerful data, insights and analysis. Mintel Reports Thailand gives you everything you need to know about what Thai consumers want and why.

In each report, we're analysing new product innovations, the competitive landscape, as well as consumer behaviours across Thailand. Our local analysts, supported by our team of global experts then translate it into what it means for you.

What makes them unique?

- ✓ Key trends
- Occumer segmentation
- Local and global expertise

How Mintel Reports Thailand will help your business grow:



Identify future opportunities by understanding what Thai consumers want and why



Make better decisions faster by keeping informed on what's happening in markets across Thailand



See the trends and innovations impacting you on a local and global level

BUY THIS REPORT NOW €2600.00 | £2195.00 | \$2995.00*

store.mintel.com

Americas: +1 (312) 932 0400 China: +86 (21) 6032 7300 Germany: +49 (0) 211 3399 7411 India: +91 22 4445 1045 Singapore: +65 6653 3600 Thailand: +66 2 821 5122

UK: +44 (0) 20 7606 4533

Disclaimer

This is marketing intelligence published by Mintel. The consumer research exclusively commissioned by Mintel was conducted by a Thai licensed market survey agent (See Research Methodology for more information).

Terms and Conditions of use

Any use and/or copying of this document is subject to Mintel's standard terms and conditions, which are available at http://www.mintel.com/terms

If you have any questions regarding usage of this document please contact your account manager or call your local helpdesk.

Published by Mintel Group Ltd www.mintel.com

Help desk

UK	+44 (0)20 7778 7155
us	+1 (312) 932 0600
Australia	+61 (0)2 8284 8100
China	+86 (21) 6386 6609
India	+91 22 4090 7217
Japan	+81 (3) 6228 6595
Singapore	+65 (0)6 818 9850