

THE MODERN THAI IDENTITY – THAI CONSUMER – 2023

Stay relevant with today's Thai consumers, who are more independent, desire emotional and spiritual upliftment, and are more serious about the planet than ever.



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The Modern Thai Identity - Thai Consumer - 2023

This report looks at the following areas:

- The impact of Thais' changing behaviours (eg late marriage, delaying having kids) on their way of life
- How spirituality plays a role in Thai consumers' minds, and what brands can do to grab their attention and build long-term affinity
- How identity and individuality shape consumers' purchase intent
- The effect of climate change and global crises on consumer demand for eco-friendly products
- Opportunities for brands and companies to promote products and services that cater to today's Thai consumers' needs



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Overview

Thais are adapting **new lifestyles** that don't fit the traditional mold: they are delaying getting married, opting not to have kids, and prefer settling down only after achieving financial stability, as agreed to by **42%**. In fact, **half of** Thais find personal freedom more essential than having a family. Independent living is growing in prominence; Thais are pursuing the lives they aspire to instead of doing what's expected by society. **Show support and launch products that let consumers be who they want to be, reflecting their *identity*, and using customised offerings to showcase *individuality*.**

Despite being individualistic, consumers are stressed and emotionally drained amidst chaotic and unpredictable global events. This leaves Thais, whose culture is deeply influenced by

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belief and suspicion, to seek help from spirituality. Consumers don't just believe in products that give them inner peace and solace, they also invest in them. More than **8 in 10** This purchase goods with luck-related claims as gifts, and **41%** believe that products promoting good fortune give a person control over their own life. **Brands can connect with consumers by launching products that uplift their emotional state and help them sustain overall wellbeing in the long run, to show that brands genuinely care and retain their customer base.**

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Report Content



EXECUTIVE SUMMARY

- Mintel's perspective

Key issues covered in this Report

- Overview
- The outlook for Modern Thai Identity
- Foster self-expression without discrimination
- Provide spiritual support to uplift consumers' minds
- Highlight cost-effective, local, eco products

KEY TRENDS AND MARKET FACTORS

- What you need to know

Growth of late marriage and singlehood

- Younger Thais are in no hurry to marry
- Modern Thais don't opt for kids
- Promote new ways of celebrating for modern lifestyles
- Thai brands highlight the plus side of being single

Pet parenting on the rise

- A growing preference for pets over having children
 - Graph 1: consumer sentiment towards having kids and having pets, by age range, 2023
- Pets play a starring role in consumers' daily lives
- Promote spaces for where humans and pets can interact
- Create space for pet parents to connect with their pets

Increased desire for luck and blessings

- Nearly half of Thais rely on spiritual aids, hoping for better fortunes
- Mootaeloo: spiritual offerings are gaining momentum
- Private and public sectors alike drive blissful experiences
- Examples of brands that add lucky elements in a playful and creative way

WHAT CONSUMERS WANT AND WHY

- What you need to know

Foster self-expression and develop inclusive approaches

- Consumers shift their life priorities in tough times
- Consumers dress more to reflect their personality than to please society
 - Graph 2: consumer agreement that they will use their own style when going out, 2023
- Spotlight on Crocs: create shoes for personalised experiences
- The young find it most difficult to get products to suit their preferences
 - Graph 3: consumer agreement that it is hard to find clothing that expresses their identity, by generation, 2023
- Showcase personal identity to meet individuals' needs
- The older the consumer, the more likely they are to accept natural looks
 - Graph 4: consumers who are more accepting of their natural appearance than a year ago, by age, 2023
- Encourage atypical beauty for inclusivity
- Gender neutrality is gaining prominence
 - Graph 5: consumer agreement that brands that move away from traditional gender stereotypes are appealing, 2023
- Raise awareness of emerging unisex trends

Provide mental and spiritual upliftment through brand offerings

- Thai consumers hold a certain degree of superstition
 - Graph 6: consumer interest in products said to bring luck as a gift for someone else in the past six months compared to the next six months, 2023
- Consumers seek a sense of stability, hope and comfort
- Gen Zs and Millennials rely more on feel-good objects
 - Graph 7: consumer sentiment around feel-good objects and superstition, by age range, 2023
- Spotlight on De Dheva: create an emotional connection for luck and blessings
- Spotlight on Plastic Lunatic: customise products with auspicious designs
- Help under-34s feel more stable in their jobs and relationships
 - Graph 8: consumer concerns in the past six month, by age, 2023
- Functional ingredients for emotional control
- Support consumers to stay healthy
- Spotlight on DNA: incorporate faith and travel experiences
- Use faith to draw attention, but call on long-term health to retain customers

Beyond monetary value: drive sustainability and localism

- Being environmentally responsible is gaining momentum
- Consumers turn to cost-effective eco-choice brands
 - Graph 9: behaviours related to sustainability that consumers are drawn to, 2023
- Communicate lower, greener prices with monetary incentives
- Highlight products' long-term quality to resonate with consumers' evolving sustainable mindset
- Provide eco-friendly facts and evidence

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- Flavours and patterns are top indicators of Thai identity
 - Graph 10: top indicators of Thai identity, 2023
- Highlight Thai-ness to attract localism-seekers
- Be sincere in brands' eco action to build affinity

APPENDIX

- Consumer research methodology

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