

Consumer Lifestyles in Thailand

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Abstracts

Consumer Lifestyles offers valuable insights into key consumer attitudes and current thinking, and their impact on purchasing and consumption habits; quantifying behaviours, preferences and motivations and aligning them with broader trends

Euromonitor's Consumer Lifestyles in Thailand report analyses factors influencing national consumer expenditure. Consumer lifestyles reports include coverage of: population, urban development, home ownership, household profiles, labour, income, consumer and family expenditure, health, education, eating habits, drinking habits, shopping habits, personal grooming, clothing, leisure habits, savings and investments, media, communication, transport and travel and tourism. Use this report to understand the factors influencing a nation's lifestyle choices.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Consumer Overview market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research

reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Consumer landscape in Thailand 2023

Personal traits and values

'Time for myself' remains a high priority

Identity, status and values reflected in consumer attitudes and behaviour

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Active households are driving consumers to invest more in their home spaces

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Home life and leisure time survey highlights

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Eating and dietary habits survey highlights

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Expectations of high levels of employee health and safety apparent across generations

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Consumers look for products with labels that are easy to understand

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Data privacy is a concern, but technology is key to enhancing the shopper journey
Consumers are focusing their attention on spending on essentials and trying to save more
Most generations have concerns around their current financial situation
Shopping and spending survey highlights

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