

Megatrends in Thailand

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Abstracts

This megatrend report highlights long-term trends resulting from shifts in consumer values and behaviors. It provides a summary of Euromonitor International's 10 megatrends and insights as to how each trend has manifested in Thailand.

Euromonitor's Megatrends 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 Megatrends 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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The drivers shaping consumer behaviour

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Businesses harness megatrends to renovate, innovate and disrupt

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Lotus's launches Thailand's first smart store

Tech is being used to simplify everyday tasks

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Shoppers want to be able to buy on the spot

Convenience drives demand for home delivered meals

Digital living

Thailand's super-app Robinhood enters the ride hailing space

More activities switch to online

Consumers are protective of their personal data

Baby Boomers want to be anonymous online, but are keen to share their data

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Most consumers expect more face-to-face activity post-pandemic

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Krungsri First Choice aims to engage the younger generations with inclusive message

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Most consumers want a simpler life

Baby Boomers have the most confidence in their investments

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Gen X are the most frugal cohort

Baby Boomers are the most worried about rising living costs

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Massage is the leading antidote to stress

Thais are taking a greater interest in healthy eating

Consumers continue to take precautions in the post-pandemic era

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