

# Thailand: Country Profile

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## Abstracts

Thailand's economy will see a modest improvement in 2016. A fiscal stimulus, lower fuel costs and better security provide support. The government continues to struggle to revive the sluggish economy owing to a slump in private investment. Consumption is also held back by household debt, low levels of farm income and slow growth in wages. Rates of growth should exceed 4% per year in the medium term as public and private investment as well as exports gather strength.

Euromonitor's Thailand: Country Profile 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.

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