

# **Thailand Bot Market Size, Share & Trends Analysis Report By Offering (Solution, Services), By Technology (AI-powered Bots, Rule-based Bots), By Deployment, By Enterprise Size, By Sales Channel, By Vertical, And Segment Forecasts, 2025 - 2030**

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## **Abstracts**

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### **Thailand Bot Market Size & Trends**

The Thailand bot market size was valued at USD 125.5 million in 2024 and is projected to grow at a CAGR of 23.6% from 2025 to 2030. This growth is influenced by factors such as the increasing adoption of digital technologies and the growing demand for AI-powered solutions. The integration of AI technologies in various sectors, including customer service and support functions, is contributing to the growth of Thailand's bot industry. Additionally, the use of chatbots in platforms such as LINE, a popular messaging app in Thailand, further supports this growth by enabling businesses to engage with customers more effectively through personalized and automated interactions.

Government initiatives and investments in research and development have significantly influenced the market. For instance, the Thai government is proactively implementing policies to foster a favorable investment environment and stimulate domestic consumption. The Thailand Board of Investment (BOI) plays a crucial role by offering a range of incentives to investors, including tax benefits and targeted support for specific sectors. Moreover, the rapid advancements in AI technologies, including machine learning and natural language processing, are enhancing the efficiency and performance of chatbots. This technological progress is expected to boost the adoption of

AI-powered chatbots and virtual assistants across various sectors.

Furthermore, this growth is supported by the broader economic trends in Thailand, including the recovery of key sectors such as tourism and private consumption. As the economy continues to grow, driven by fiscal stimulus measures and technological advancements, the demand for AI-powered solutions is likely to increase. This trend aligns with the overall digital transformation and innovation strategies being implemented across various industries in Thailand. In addition, initiatives like Thailand's 4.0 strategy and the National AI Strategy are fostering a conducive environment for AI adoption by enhancing data governance, infrastructure development, and human resource capacity, further bolstering the integration of AI technologies across the country.

## Thailand Bot Market Report Segmentation

This report forecasts revenue growth at the country level and provides an analysis of the latest industry trends in each of the sub-segments from 2017 to 2030. For this study, Grand View Research has segmented the Thailand bot market report based on offerings, technology, deployment, enterprise size, sales channel, and vertical.

### Offerings Outlook (Revenue, USD Million, 2017 - 2030)

#### Solution

##### Chatbots

##### Voice Bots

##### Virtual Assistants

##### AI Chatbot Platforms

##### Omnichannel Bots

##### Others

#### Services

##### Integration Services

Consulting Services

Training and Onboarding Services

Support and Maintenance Services

Others

Technology Outlook (Revenue, USD Million, 2017 - 2030)

AI-powered Bots

Rule-based Bots

Hybrid Bots

Deployment Outlook (Revenue, USD Million, 2017 - 2030)

Cloud

On-premises

Distributed Recipient Deployments

Enterprise Size Outlook (Revenue, USD Million, 2017 - 2030)

Small and Medium Enterprises (SMEs)

Large Enterprises

Sales Channel Outlook (Revenue, USD Million, 2017 - 2030)

B2B (Business-to-Business)

Customer Support

Sales Enablement

IT Support

HR Automation

Training Assistance

E-commerce Support

Others

B2C (Business-to-Consumer)

Customer Service

E-commerce

Healthcare

Travel and Hospitality

Education

Entertainment

Others

Vertical Outlook (Revenue, USD Million, 2017 - 2030)

Retail & E-commerce

BFSI

IT & Telecommunication

Healthcare

Education

Travel & Tourism

Media & Entertainment

Transportation & Logistics

Other

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