

# THAI MARKET 101

*Updated 2022*

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# AGENDA

- OVERVIEW OF THAILAND
- THAILAND MEDIA LANDSCAPE
- THAILAND MARKETPLACE LANDSCAPE



# OVERVIEW OF THAILAND

## Population:

- The current population of Thailand is **70 million**.
- Thailand is beginning to be a society of elderly people, which **generation x represented more than 25%** of total population by generation.
- **28%** of household type in Thailand is single person, followed by couple with children 20%

## Life Priorities:

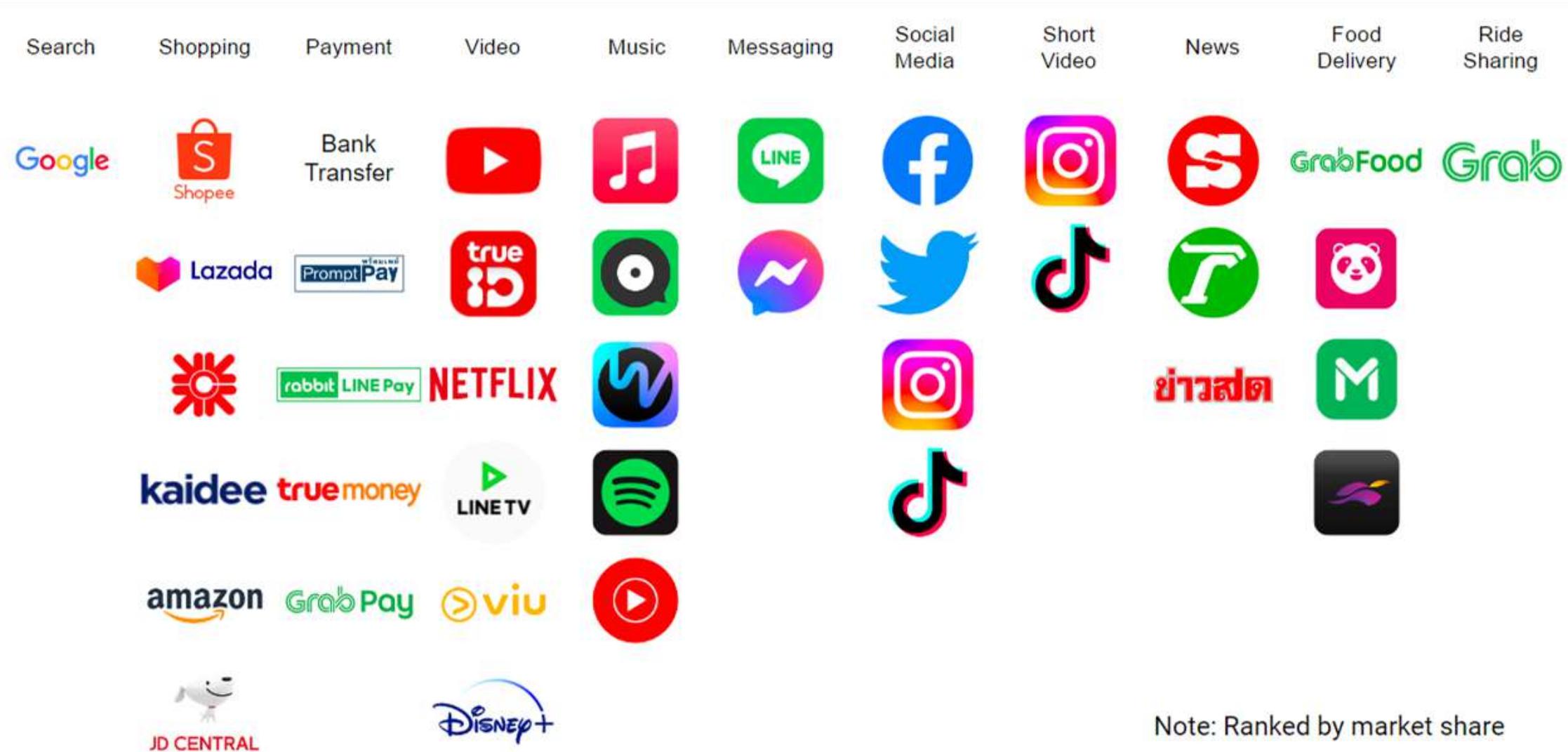
- **65%** of Millennials and **63%** of Gen X say they prioritise spending time with their parents.

## Political Issues:

- Thais have been demanding political changes, including revisions to the constitution that current Prime Minister orchestrated after his 2014 coup.
- The Thai Royal Family has influenced to what Thai people behaved which make people are careful when criticising on social media platforms



# THAILAND LANDSCAPE

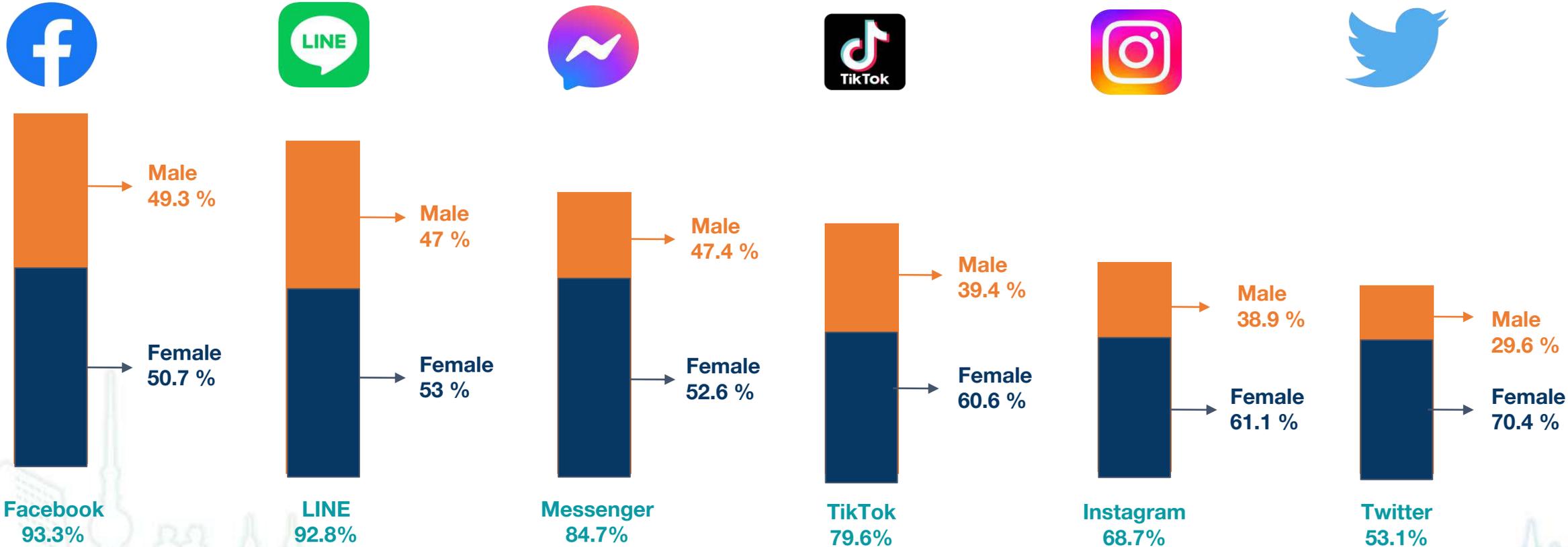


Note: Ranked by market share

# MEDIA LANDSCAPE

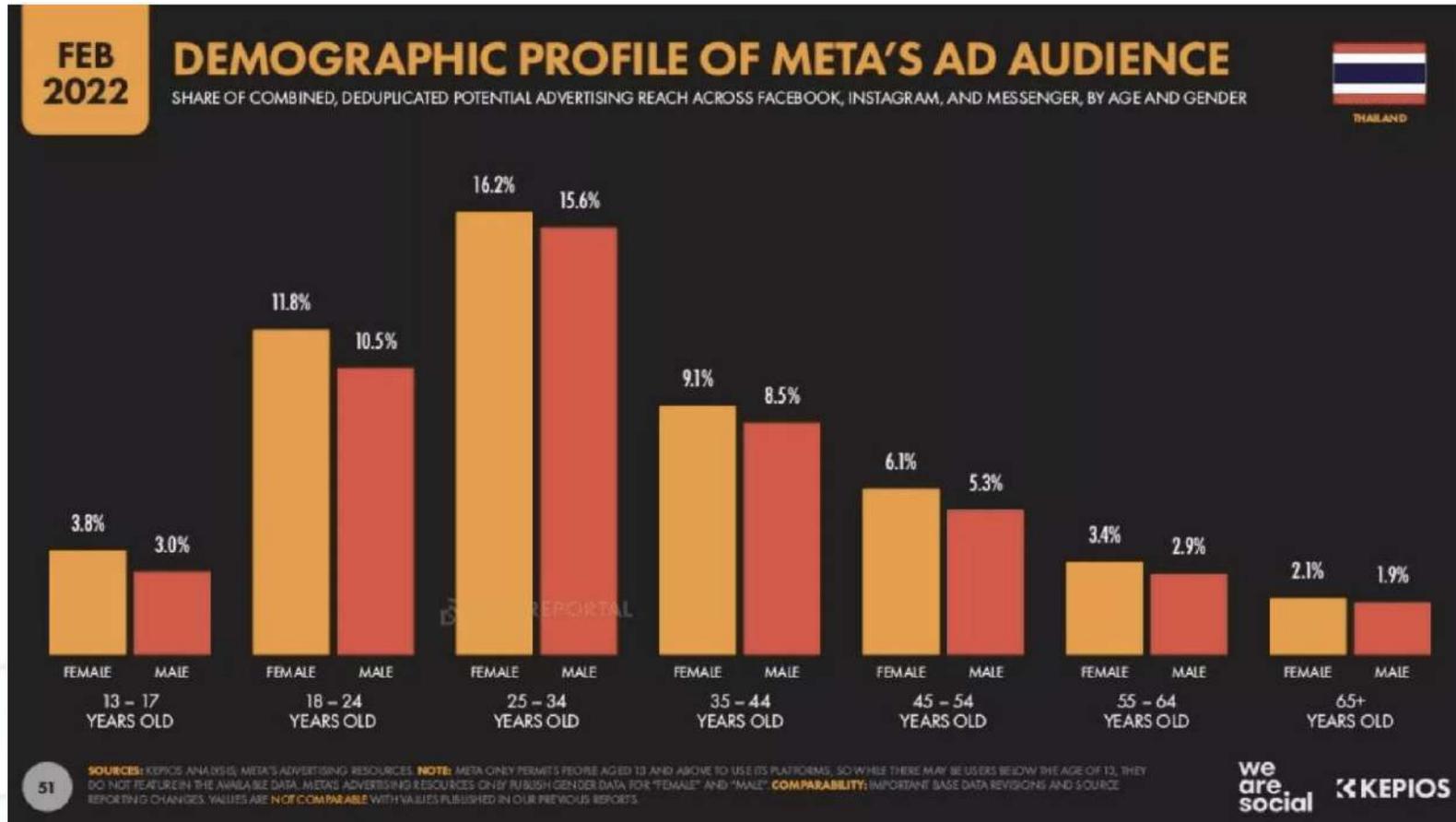


# THAILAND SOCIAL MEDIA



The most used social media platforms in 2022

# THAILAND SOCIAL MEDIA



- According to We Are Social (2022), The social media such as **Facebook, Instagram and Messenger** cannot fulfil customer journey by age of 13-17 successfully and effectively anymore.
- Whereas TikTok seems to offer seamless experiences to young audience instead.

The advertising reach by Meta's ad audiences (Facebook, Instagram and Messenger)

# THAILAND MEDIA TREND

## Key Trend:

- **TikTok** is a great way to execute content and Influencer marketing by using **short-form vertical video**
- **Instagram Story** is the feature that can reach the most customers
- **Chat Commerce via Line** is the key trend of doing online business in Thailand.
- Facebook is one of the most successful markets, whereas ads on **Facebook Messenger** collectively reached **35.70 million** users in Thailand in January 2022
- The audience on **Twitter** is the ones who drive the conversation, and to critique and express their views freely online (including political activism or crises)



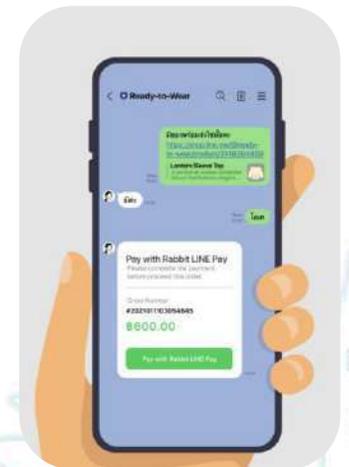
TikTok short-form vertical video



Instagram story



LINE Application



# MARKETPLACE LANDSCAPE



# THAILAND MARKETPLACE LANDSCAPE

## Key Trend:

- Shopping continues to be the most frequent leisure activity, lead by **'Millenials'** group
- **Over a half** of consumers interact with company's social media post (for example, "Follow" or "Like")
- in the marketplace, there is **45%** of Thai people increased spending on **Health and Wellness** due to health concerns

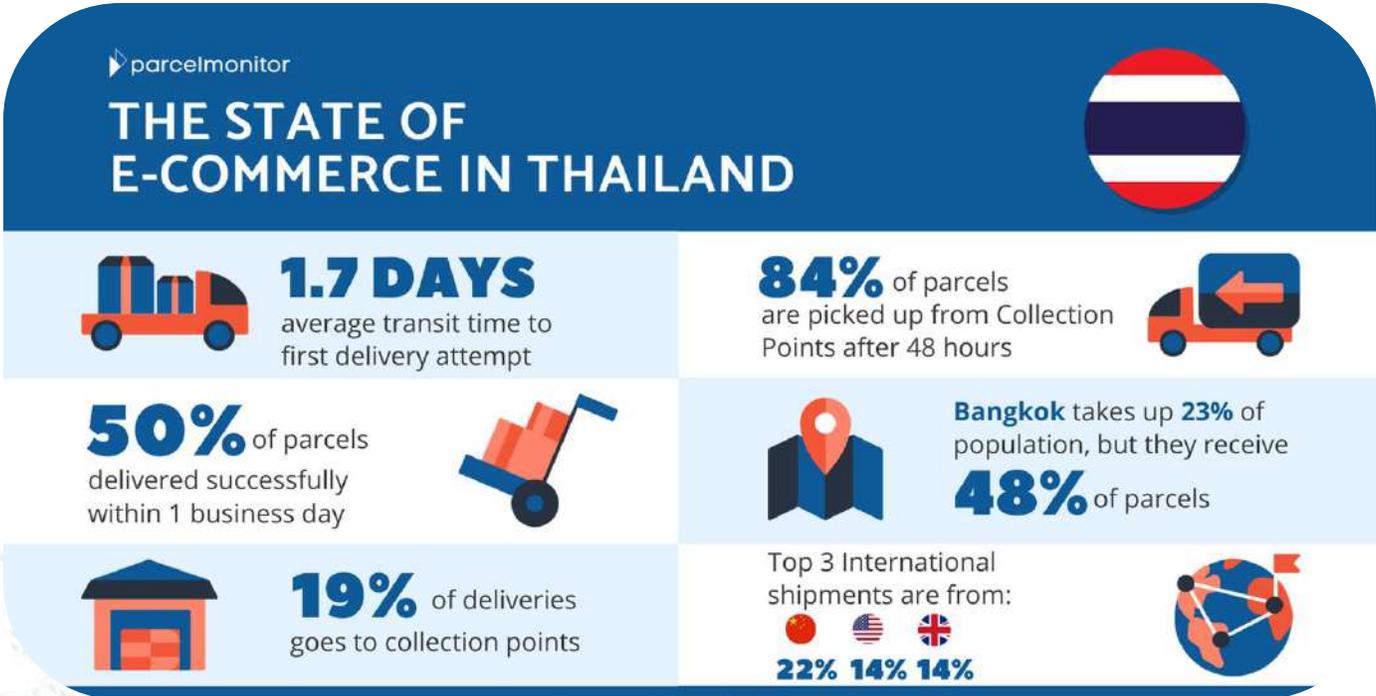


# THAILAND MARKETPLACE LANDSCAPE

- In Q1 2022, **Shopee** had the most Monthly Active Users (MAUs), with 47.2 million, while Lazada had approximately 35.2 million MAUs. there are 12 million less than Shopee.
- In terms of services and web experiences, Lazada ranked better position than Shopee. However, **Shopee is doing better about conversion rate and engagement (especially campaign-based contents)**
- Shopee also partnered with Google to launch Google Ads with Shopee. So that brands and sellers can drive sales on their own account.

Merchant	Monthly Web Visits	AppStore Rank	PlayStore Rank	Line	Instagram	Facebook
1  Shopee TH	56,970,000	#1	#1	13,474,760	624,930	24,478,940
2  Lazada TH	36,850,000	#2	#2	22,702,620	497,020	31,836,030
3  Central Online	2,533,300	#3	#4	6,932,770	188,980	1,265,040
4  JD Central	2,080,000	#4	#3	3,987,360	54,630	597,780
5  HomePro	2,016,700	#6	#5	24,495,780	39,420	1,367,930

# THAILAND MARKETPLACE LANDSCAPE



# *Let's catalyse your brand!*

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