



PRESS RELEASE

Ipsos reveals top worries for Thais in the second half of 2025 where structural concerns are firmly back as top public worries.

Despite a slight improvement in the country's outlook, Thais continue to believe the economy is in recession and remain cautious about spending. This economic wariness is matched by a striking social nostalgia, as nearly 4 in 10 Thais prefer to have been born in 1975 rather than 2025, idealizing the safety and simplicity of the past.

December 11th, 2025 – Ipsos Ltd., one of the world's leading market research companies, presented the findings of its *"What Worries Thailand? H2 2025"* report. Led by Pimtai Suwannasuk, Senior Client Officer, the presentation highlighted shifting consumer concerns impacting the economy, business, and costs of living.

While "Military Conflict Between Nations" briefly peaked as the top concern for Thais in August 2025, recent data shows that long-standing structural issues such as **Financial/Political Corruption, and Poverty and Social Inequality** have returned to claim the top spots.

Pimtai stated, "This survey series has continuously tracked the concerns of the Thai public since 2022. The latest data reveals a heightened concern among Thais regarding persistent structural problems, such as corruption and social inequality. This reflects the public's desire for transparency and the need for concrete solutions to domestic vulnerabilities. Furthermore, rising crime and the uncertain economic climate keep consumers cautious about spending. The concern over military conflict, which surged in August, has since subsided as the situation stabilized."

Structural Concerns Reclaim Top Spot; 'Crime & Violence' Resurges

After a brief period where military conflict dominated the list in August 2025, the latest research indicates that domestic structural issues have returned to dominate Thai anxieties. The top 5 concerns for November 2025 are:

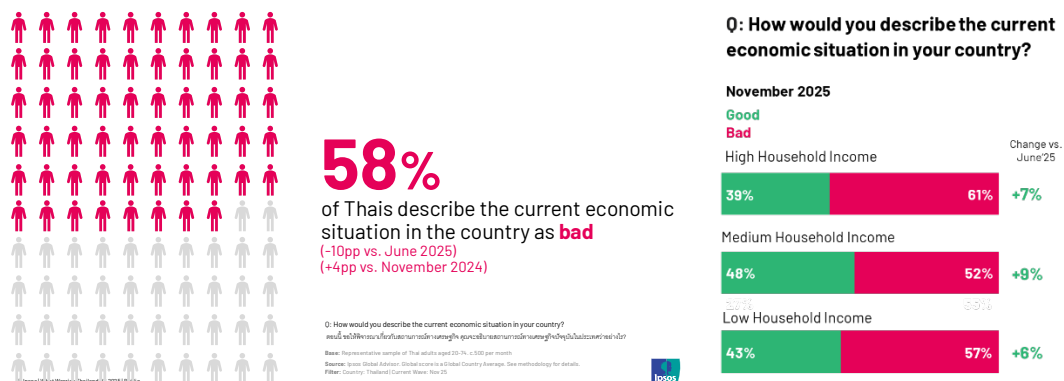
- **Financial/Political Corruption** is now the top worry for Thais, cited by **49%** of respondents. This concern saw a significant increase (**up 6 percentage points from the previous month**).
- **Poverty & Social Inequality** remains the nation's second-largest concern at **36%**.
- **Military Conflict Between Nations** dropped to the third position at **29%**, but remains a significant worry.
- **Crime & Violence** has jumped back into the top four at **27%** (climbing 6 points from the previous month).
- **Inflation** is the fifth worry, cited by **25%**.



The resurgence of **Crime & Violence**, surpassing inflation, is notable and aligns with serious damages caused by online scammers and call center gangs. The research finds that 77% of Thais feel the world has become more dangerous over the past year. Nearly 9 in 10 Thais (88%) feel a real threat of being hacked for fraudulent or espionage purposes (ranked highest globally), 87% feel threatened by the deliberate spreading of disinformation to influence public opinion (also ranked highest globally) and 76% perceive a real threat of their personal safety and security being violated.

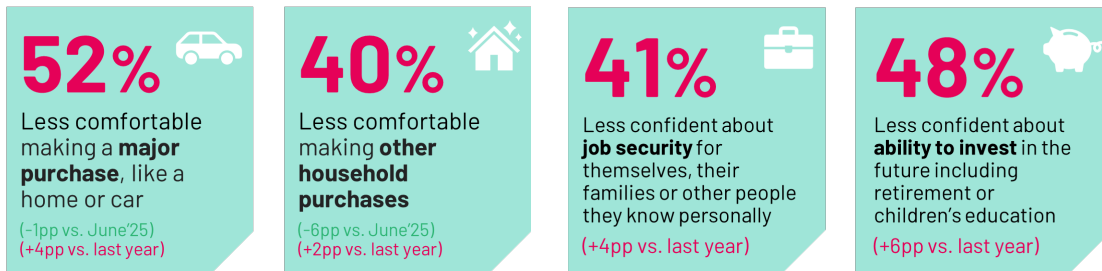
Economic Outlook: Recession Belief Persists Amid Nuanced Optimism While Spending Cautiousness Prevails

76% of Thais say the economy in the country currently in a recession (up 4% from last year). While 58% of Thais still describe the current economic situation as bad, this figure is a 10-point decrease from June 2025, suggesting a slight reduction in negative sentiment, potentially due to clearer economic stimulus policies.



However, the outlook on personal financial stability remains complex and fragile. 57% of respondents believe it will take more than a year—or never—for inflation to return to normal in Thailand, driving consumer caution. 52% feel less comfortable making a major purchase, like a home or car (+4pp vs last year) while 40% are less comfortable making other household purchases (+2pp).

Furthermore, over 4 in 10 (41%) say they are less confident about job security for themselves, their families or other people they know personally (+4pp) and almost half (48%) are less confident about ability to invest in the future including retirement or children's education (+6pp).



Majority Report a "Bad Year" in 2025, Fueling Nostalgia for a Simpler, "Happier" Past

Overall, 57% of Thais say 2025 was a bad year for themselves and their families, and 74% say it was a bad year for Thailand (up 9% YoY).

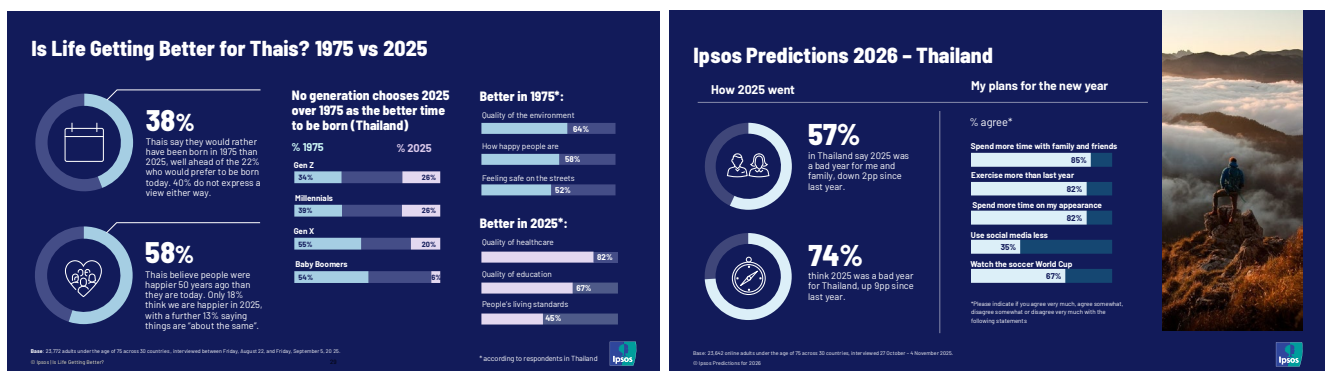
A previous report in June showed over half (56%) of Thais felt the country was on the wrong track; while this situation has improved, it has not reached the positivity seen at the end of the previous year.

The Ipsos *Is Life Getting Better? 1975 vs 2025* report reveals significant longing for the past. 38% of Thai respondents would prefer to be born in 1975 rather than 2025. Almost 6 in 10 (58%) believe people were happier 50 years ago than they are today. Only 18% think people are happier in 2025, while 13% saying things are "about the same".

This viewpoint is consistent across all age groups, with a majority in every generation choosing 1975 over 2025:

- **Gen Z:** 34% vs 26%
- **Millennials:** 39% vs 26%
- **Gen X:** 55% vs 20%
- **Baby Boomers:** 54% vs 6%

When comparing quality of life between 1975 and 2025, Thais clearly exhibit a nostalgic preference for the past in several key areas. They perceive 1975 as better for **the quality of the environment (64%)**, **how happy people are (58%)**, and **feeling safe on the streets (52%)**. In contrast, 2025 is viewed as significantly better for systemic improvements, specifically in the **quality of healthcare (82%)**, **quality of education (67%)**, and **people's living standards (45%)**. This distinction highlights a collective trade-off, where Thais acknowledge present-day advances in services and material comforts but yearn for the social and environmental security of the past.



Thais' New Year Resolutions for 2026 Focus on Quality of Life and Health

The Ipsos *Predictions 2026 Report* shows Thais prioritize enhancing their personal lives, relationships, and health for the new year:

- **85%** plan to spend more time with family and friends.
- **82%** intend to exercise more than last year to stay healthy.
- **82%** plan to invest more time on their appearance.
- **67%** plan to watch the soccer World Cup.
- **35%** aim to use social media less.

Ipsos concludes that businesses and policymakers are encouraged to find a balance, as brands honoring history while adopting new advancements resonate most in this diverse landscape. Navigating the dual forces of heritage and innovation is key for those seeking to connect with Thai consumers authentically.

About the Study:

The "What Worries Thailand? H2 2025" report is a curation of data drawn from five comprehensive, multi-country Ipsos Global Advisor online surveys conducted between August 22 and November 7, 2025.

The analysis integrates findings from: *What Worries the World (November 2025)*, *Ipsos Cost of Living Monitor 2025*, *Ipsos World Affairs Report 2025*, *Is Life Getting Better? 1975 vs 2025* and *Ipsos Predictions 2026*.

All cited findings for Thailand are based on approximately 500 adults aged 20-74 per wave, surveyed via the Ipsos Online Panel system. Each survey was part of a larger study encompassing 29 to 30 countries globally.