



PRESS RELEASE

Ipsos Reveals "What Worries Thailand" Results for the First Half of 2026: Corruption, Financial, and Political Concerns Surge to Number One

Confidence indices plunge across all dimensions to near-COVID era lows; 71% of Thais view the economic situation as "bad."

Over half of Thais hesitate to spend money on both big-ticket items and household goods, while another 49% state they cannot live without a car.

Ipsos Ltd., one of the world's leading market research companies, led by Pimtai Suwannasuk, Senior Client Officer, has unveiled the findings from "**What Worries Thailand? H1 2026**". The study reflects the concerns, attitudes, and behaviors of Thai consumers amidst global economic volatility and provides guidance for businesses and brands to adapt to a confidence crisis clearly impacting Thai lifestyles and spending.

Pimtai stated, "This survey series has continuously tracked the concerns of the Thai public since 2022. The latest data reveals significant shifts, particularly the impact of conflicts in the Middle East, which have affected the cost of living, energy prices, and consumer confidence worldwide, including in Thailand. As consumer concerns shift, behaviors regarding spending, saving, and brand selection follow suit. Businesses and brands must adapt rapidly."

Ipsos highlighted **3 key strategic pathways** for businesses to accurately respond to consumers and the market:

1. Value and reassurance are becoming the new brand currency.
2. Energy volatility is accelerating shifts toward sustainable and low-cost alternatives.
3. Localized strategies and resilient supply chains are now critical competitive advantages.

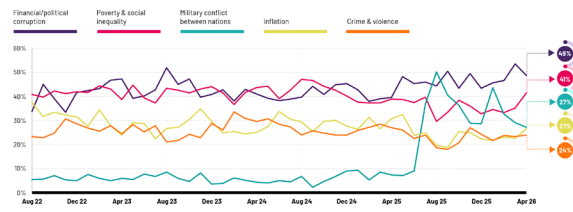
Corruption Tops the List; Inflation Re-enters Top 5 as Over Half See Country Heading "Wrong Direction"

The survey found that nearly half of Thais (**49%**) identified "**Financial and Political Corruption**" as the country's top concern. This was followed by poverty and social inequality (**41%**), military conflicts between nations (**27%**), inflation (**27%**), and crime and violence (**24%**).

Notably, "**Inflation**" has returned to the top five, overtaking crime and unemployment. Meanwhile, concerns regarding international conflicts remain high among Thais, ranking within the top 10 globally.

Thailand's current top five worries: long-term trend

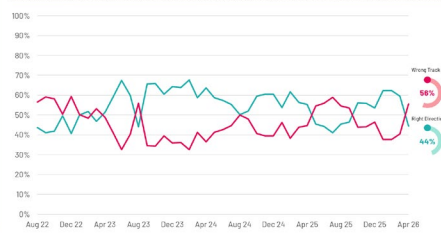
Q: Which three of the following topics do you find the most worrying in your country?



Base: Representative sample of Thai adults aged 16-74, n=1,000 per month.
Source: Ipsos Global Advisor. Global scores in Global Country Average. See methodology for details. Filter: Country: Thailand; Current View: Apr 26

For the first time in months, Thais who think the country is heading toward the Wrong Track surpasses the Right Direction

Q: Would you say things in this country are heading in the right direction, or are they off on the wrong track?



Base: Representative sample of Thai adults aged 16-74, n=1,000 per month.
Source: Ipsos Global Advisor. Global scores in Global Country Average. See methodology for details. Filter: Country: Thailand; Current View: Apr 26

Overall, for the first time in months, Thais who think the country is heading toward the Wrong Track surpasses the Right Direction at a proportion of **56%**, reflecting a clear decline in confidence.

These concerns align with views on personal financial status: only **36%** believe their financial situation will improve in the next 6 months, down from **50%** in March. Meanwhile, **56%** reported less confidence in their ability to invest in the future, including retirement savings and children's education—an increase of **15%** compared to last year.

Confidence Indices Decline in Every Dimension; Thai Consumers Enter a "High Caution" Phase

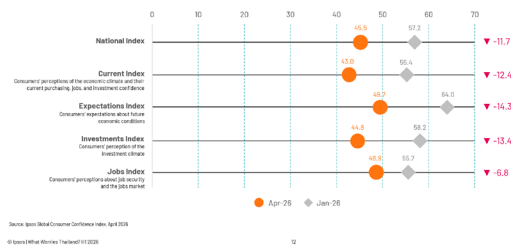
The survey indicates that Thai consumers are entering a "cautious" phase in both spending and sentiment due to economic uncertainty, geopolitical factors, and declining future confidence.

- **71% of Thais** describe the current economic situation as **"bad,"** an increase of **17 percentage points** within a single month, reflecting rapidly intensifying anxiety.
- The **Ipsos Global Consumer Confidence Index (April 2026)** found that Thailand's overall **National Index** fell to **45.5**, a decrease of **10.9 points**—the largest decline in the world over the past month.

This alarming trend is reflected across all sub-indices, which all showed negative growth when compared April vs January 2026:

- **Expectations Index:** -14.3 points (Reflecting concerns over long-term economic outlook)
- **Investments Index:** -13.4 points (Indicating a slowdown in asset investments)
- **Current Index:** -12.4 points (View of the current economy)
- **National Index:** -11.7 points
- **Jobs Index:** -6.8 points (Job security confidence)

April 2026 vs. January 2026: Notable losses across all indices



Regional Mood Darkening:
5 of the 6
 largest confidence declines come from APAC markets



The **second biggest decline** in confidence ever, only behind April 2020, which was the first reading after the start of the COVID-19 pandemic.

Asia-Pacific Faces Major Confidence Crisis; Thailand Sees Sharpest Decline in Region

Regionally, consumer confidence in Asia-Pacific has plummeted. Out of 31 countries surveyed, 5 of the 6 countries with the largest index decreases in April are in the Asia-Pacific region.

Thailand recorded the highest decline at -10.9 points, significantly ahead of other APAC countries like Malaysia (-6.1), South Korea (-5.1), Japan (-4.7), and Australia (-4.6). This drop is the second biggest decline in confidence ever, only behind April 2020, which was the first reading after the start of the COVID-19 pandemic.

Consumers Halt Spending Amid Financial Uncertainty; High-Income Households Become Highly Cautious, Leading Middle- and Low-Income Groups

The decline in confidence has directly impacted consumption behavior:

- **62% of Thais** say they are less comfortable making a major purchase like houses or cars (up 18 points from March).
- **51%** feel less comfortable buying household items (up 16 points from March).

High-income households have emerged as the leading group showing a sharp increase in spending caution for both big-ticket items and other household goods, surpassing middle- and low-income groups.

The comparison statistics between the current period and the past 6 months (April 2026 compared to November 2025) are as follows:

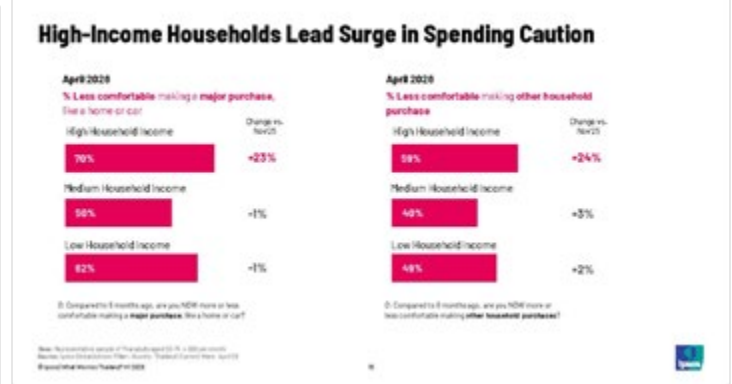
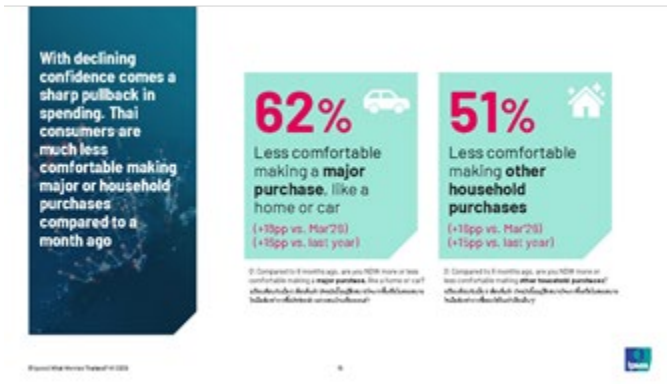
Consumer Sentiment Metric	High-Income	Middle-Income	Low-Income
% Feeling less comfortable making a major purchase (e.g., houses, cars)	70% (+23%)	50% (-1%)	62% (-1%)

Consumer Sentiment Metric

% Feeling less comfortable making other household purchases

High-Income **Middle-Income** **Low-Income**

59% (+24%) 40% (+3%) 49% (+2%)

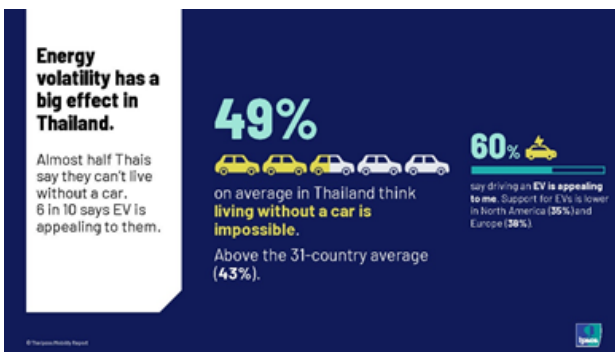


Additionally, only **36%** believe their financial situation will improve during the second half of the year, down from **50%** in March. Almost half of the respondents (**49%**) remain concerned about job security, while **56%** state they are less confident about future investments, retirement savings, and their children's education.

Concerns Over Prolonged Conflict Fuel Interest in EVs Amid Energy Crisis

“Military conflict between nations” remains a top-three concern. The survey found **33%** of Thais expect tensions between the US and Iran to last until the end of the year while another **25%** believe the situation will last even longer, driving fears of rising energy prices and cost of living.

Meanwhile, the **Ipsos Mobility Report** notes that cars remain essential: **49%** of Thais feel it is "impossible" to live without a car (global average: 43%). In response to the energy crisis, **60%** view Electric Vehicles (EVs) as a highly attractive option—a significantly higher proportion than in North American or European markets.



Ipsos Recommends 3 Strategies for Businesses and Brands

1. Value and reassurance are becoming the new brand currency:

Across Asia Pacific, consumers are reacting to inflation, fuel volatility, and economic uncertainty by prioritizing essentials, delaying discretionary purchases, and becoming more value-conscious. Brands can no longer rely on pricing or premium positioning alone — they need to demonstrate practical value, affordability, reliability, and emotional reassurance. Messaging that emphasizes stability, transparency, and helping consumers “navigate uncertainty” will resonate more strongly than aspirational branding.

2. Energy volatility is accelerating shifts toward sustainable and low-cost alternatives

The crisis is speeding up adoption of EVs, hybrids, renewable energy, alternative mobility, and energy-saving behaviors across markets. Businesses should view sustainability not only as a long-term ESG agenda, but as an immediate consumer and economic need tied to affordability and resilience. Brands that make sustainable choices accessible, cost-efficient, and practical will gain stronger relevance and future competitiveness.

3. Localized strategies and resilient supply chains are now critical competitive advantages

Each market is responding differently depending on energy dependence, government intervention, political stability, and consumer sentiment. This reinforces that regional or global “one-size-fits-all” strategies are increasingly ineffective. Brands and businesses need deeper local consumer understanding, flexible pricing and sourcing strategies, and stronger supply chain resilience to adapt quickly to changing market conditions and maintain trust.



Asia-Pacific at an Inflection Point Amid Evolving Confidence Crisis and Global Influence

Ipsos also released a special report, "**Brand Shifts in Asia Pacific Amid the Iran Conflict**" under the *Understanding Asia* series. The report highlights that the region is at an "Inflection Point" driven by geopolitical pressures, energy prices, and economic uncertainties, directly impacting consumer confidence and purchasing decisions across the region.

The full report is available for download at: <https://www.ipsos.com/en-th/understanding-asia-brand-shifts-asia-pacific-amid-iran-conflict>

About the Survey

The "What Worries Thailand? H1 2026" report is a curation of data drawn from four comprehensive, multi-country Ipsos Global Advisor online surveys conducted between November 21, 2025, and April 3, 2026. The analysis integrates findings from: *Ipsos Mobility Survey*, *What Worries the World (April 2026)*, *Ipsos Global Consumer Confidence Index (April 2026)*, and *Attitudes to the Iran Conflict*.

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 31 countries globally.

ABOUT IPSOS

Ipsos is one of the largest market research and polling companies globally, operating in 90 markets and employing nearly 20,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 business solutions are based on primary data from our surveys, social media monitoring, and qualitative or observational techniques.

"Game Changers" – our tagline – summarizes our ambition to help our 5,000 clients navigate with confidence our rapidly changing world.

Founded in France in 1975, Ipsos has been listed on the Euronext Paris since July 1, 1999. The company is part of the SBF 120, Mid-60 indices, and is eligible for the Deferred Settlement Service (SRD).

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