PRESS RELEASE

Ipsos Reveals How Thai Consumers Are Finding Ways to Live Better in Uncertainty

Ipsos Global Trends 2026: The Search for Silver Linings – Living Better in Uncertainty. 85% of Thais feel the world is changing too fast, while 52% expect to live to 100. New research explores five key dimensions shaping Thai consumers' mindsets and behaviours, from valuing the present and prioritising health to expectations of brands and society.

Bangkok, Thailand, November 9th, 2026 - Ipsos, one of the world's leading market research companies, today released findings from *Ipsos Global Trends 2026: The Search for Silver Linings, Thailand Edition*, offering an in-depth look at the attitudes and behaviours of Thai consumers as they navigate an increasingly fast-changing and uncertain world.

The findings reveal that 85% of Thais agree that the world today is changing too fast. Yet, despite this growing sense of uncertainty, consumers continue to seek ways to live better by focusing more on the aspects of life they can choose, influence and control – from how they spend their time and look after their health to how they use technology and choose brands that reflect their personal values.

These changing attitudes are reflected in five key dimensions of Thai consumer behaviour: **Present is Precious, Self-Care Imperative, Connected, Yet Seeking Control, Values Over Image, and Trust Deficit**.

Ipsos Global Trends is an ongoing global study that tracks evolving consumer attitudes, behaviours and societal trends. Its nine global trends, first introduced in 2024, provide a framework for understanding the forces shaping societies and consumers worldwide. For the 2026 Thailand Edition, Ipsos focuses on five dimensions that offer a deeper understanding of how Thai consumers think, adapt and redefine what it means to live better – and what these shifts mean for brands and businesses.

Five Key Dimensions Shaping Thai Consumers

I. PRESENT IS PRECIOUS

When tomorrow feels uncertain, today becomes more valuable.

Living for today is becoming a persistent mindset among Thais across different life stages



Living for today is becoming a persistent mindset among Thais across different life stages. Three in four (75%) agree that the important thing is to enjoy life today, while tomorrow will take care of itself. This represents an increase of 3 percentage points over the past two years.

The sentiment is shared across generations, with 79% of Baby Boomers, 70% of Gen X, 73% of Millennials and 80% of Gen Z agreeing.

At the same time, the desire to slow down is growing. More than eight in ten Thais (83%) wish they could slow down the pace of their lives, up from 78% in 2025 – an increase of 5 percentage points. Yet the desire to explore remains strong, with 87% saying they would like to experience living in different parts of the world.

These findings highlight how consumers are placing greater value on how they spend their time and choosing experiences that bring meaning and fulfilment to their lives.

II. SELF-CARE IMPERATIVE

From surviving to living well.

Almost every Thai consumer believes they need to do more for their health. An overwhelming 96% agree that they need to do more to look after themselves physically, an increase of 4 percentage points year-on-year.

However, the future of health is not just about living longer. It is also about living better and maintaining quality of life over the long term. More than half of Thais (52%) expect to live to be 100, while 73% believe mental and physical health are equally important.

Recovery is also becoming a new goal for improving health.

Consumers increasingly want to take an active role in managing their own wellbeing. Some 85% would like more control over decisions about their health, compared with 78% globally. Meanwhile, 89% agree that they need to do more to look after their mental wellbeing, compared with 81% globally.

At the same time, mental health and stress remain the number one health concern among Thais. This highlights how health is no longer limited to physical wellbeing, but increasingly encompasses mental health and overall quality of life.

Recovery is becoming the new goal for improving health

85% would like more control over decisions about their health. (vs. 78% globally)

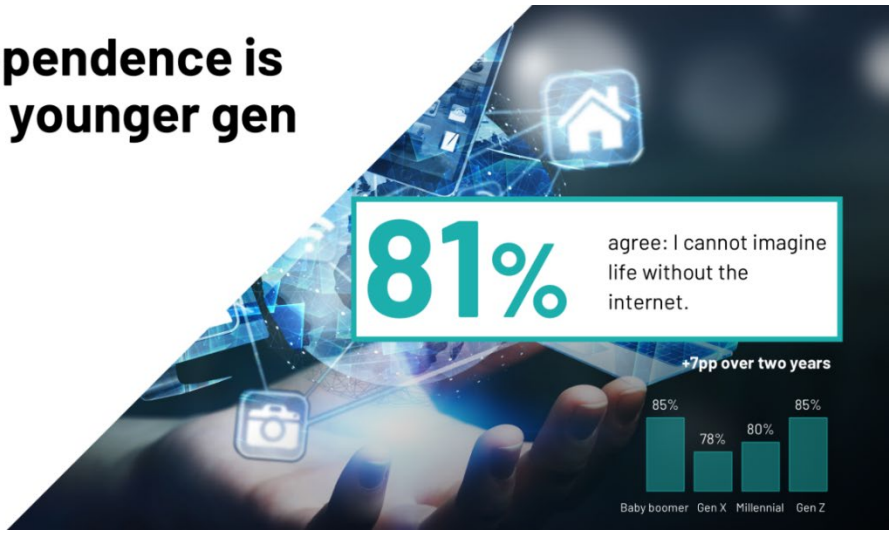
89% agree they need to do more to look after their mental wellbeing. (vs. 81% globally)

#1 health concern among Thais is mental health and stress.

III. CONNECTED, YET SEEKING CONTROL

From digital dependence to meaningful empowerment.

Digital dependence is not just a younger gen story



Internet connectivity has become an integral part of everyday life for Thais across all generations, not just younger consumers. More than eight in ten (81%) say they cannot imagine life without the internet, an increase of 7 percentage points over the past two years.

The figures are consistent across generations, with 85% of Baby Boomers, 78% of Gen X, 80% of Millennials and 85% of Gen Z sharing this view.

From technological possibility to personal usefulness

Most Thais recognise the benefits of artificial intelligence (AI) and believe it can make everyday life and work easier.

- 74% see more benefits than drawbacks in AI, compared with 55% globally.
- 80% of employed Thais say AI tools saved them time at work during the past year.
- 77% feel excited about AI, while 61% also feel nervous about the technology.

From technological possibility to personal usefulness

Thais are widely optimistic about AI, but its real value lies in making everyday life easier, better and more manageable.

74%
See more benefits than drawbacks (vs. 55% globally)

80%
of employed Thais say AI tools saved them time at work during the past year.

77%
Feel excited about AI, while **61%** feel nervous

Trust and transparency remain essential
While consumers recognise the benefits of AI, they also expect businesses to use the technology responsibly and transparently.

- 85% believe products and services should be required to disclose when AI is being used.
- 47% trust companies using AI to protect their personal information.
- 79% feel customer service is becoming too automated and impersonal.
- Only 35% consider AI chatbots trustworthy.

These findings suggest that the key to successful technology adoption is not simply introducing new technologies, but ensuring they deliver meaningful benefits to consumers while maintaining transparency, protecting personal information and preserving human interaction.

Make technology work for people

The opportunity is not just adoption. It is **trust**.

85%
Believe products and services should be required to disclose when AI is being used.

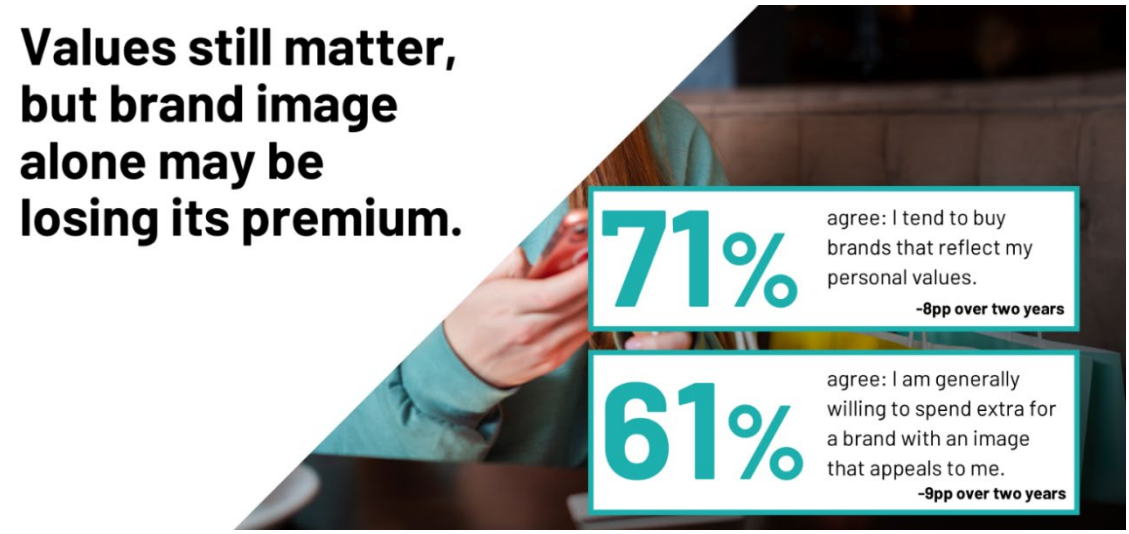
47%
Trust companies using AI to protect their personal information.

79%
Feel customer service is getting too automated and impersonal and only

35%
consider AI chatbots trustworthy.

IV. VALUES OVER IMAGE

From aspiration to personal relevance.



Brand values continue to play an important role in purchasing decisions, but brand image alone may no longer be enough to differentiate a brand. Consumers increasingly look for brands that reflect what they personally believe in and value.

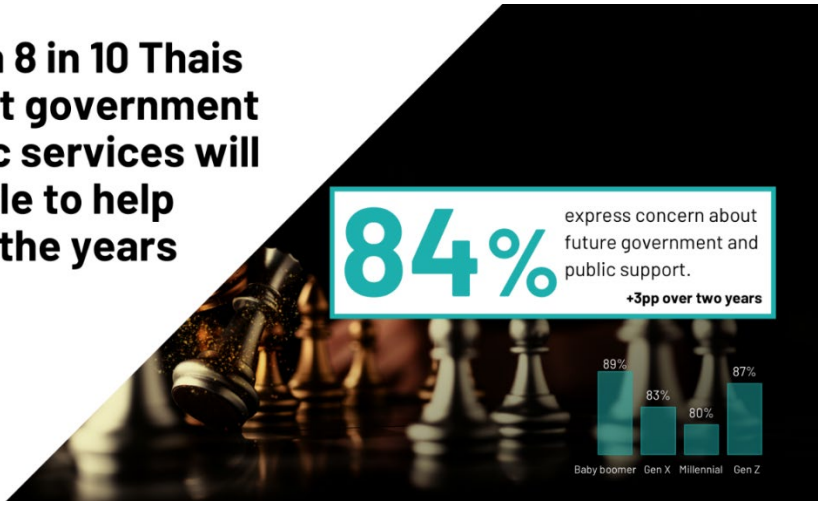
The study finds that 71% of Thais agree that they tend to buy brands that reflect their personal values. However, this represents a decrease of 8 percentage points over the past two years.

Similarly, 61% agree that they are generally willing to spend extra for a brand with an image that appeals to them, down 9 percentage points over the same period.

These findings highlight the importance of building brands with clear values and a distinctive purpose, while ensuring that the experiences they deliver are consistent with what they communicate and what consumers genuinely care about.

V. TRUST DEFICIT

From collective uncertainty to credible progress.

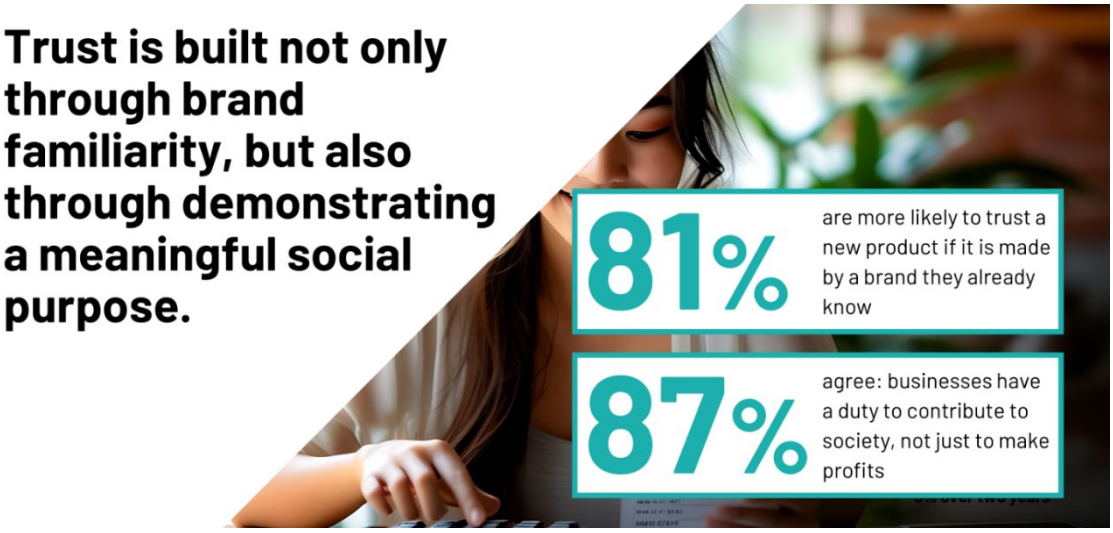


More than eight in ten Thais express concern about future government and public support. Specifically, 84% worry that government and public services will do too little to help people in the years ahead, an increase of 3 percentage points over the past two years.

This concern is shared across generations, with 89% of Baby Boomers, 83% of Gen X, 80% of Millennials and 87% of Gen Z expressing similar views.

For brands and businesses, trust is built not only through familiarity, but also through demonstrating responsibility and a meaningful contribution to society.

- 81% are more likely to trust a new product if it is made by a brand they already know.
- 87% agree that businesses have a duty to contribute to society, not just to make profits.



The findings highlight that trust is something brands must continuously build and maintain through product quality, consistent business practices and a demonstrated commitment to social responsibility.

Thai Consumers Are Looking for More Control Over What Matters

Together, these five dimensions reveal a common underlying desire among Thai consumers: greater control over the aspects of life that matter most.

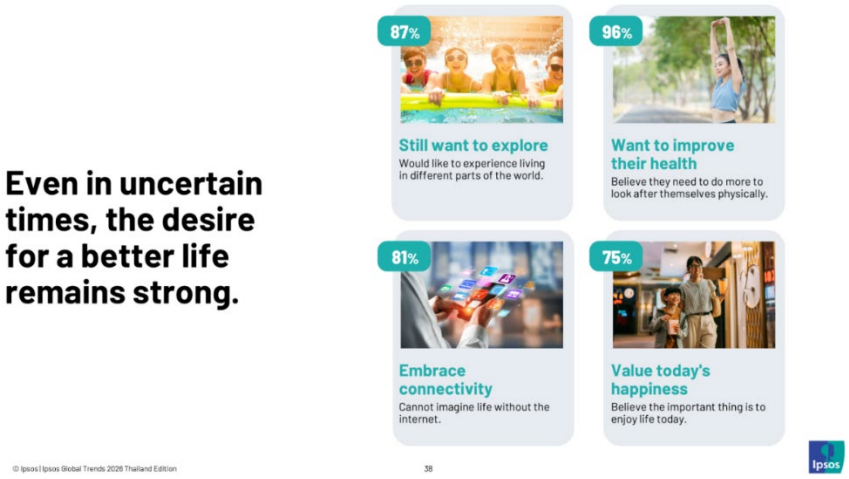


This desire is reflected in five areas:

- Control over time: Valuing the present and choosing to spend time on what matters.
- Control over wellbeing: Taking ownership of personal health and wellbeing decisions.
- Control through technology: Using technology to expand choices and make life easier, while still valuing human interaction.
- Control over personal choices: Choosing products and services that reflect personal values.
- Confidence in the future: Seeking greater assurance in the support and responsibility of institutions and businesses.

Even in uncertain times, the desire for a better life remains strong. The findings show that 87% would like to experience living in different parts of the world, 96% believe they need to do more to look after themselves physically, 81% cannot imagine life without the internet, and 75% believe the important thing is to enjoy life today.

From Uncertainty to Agency

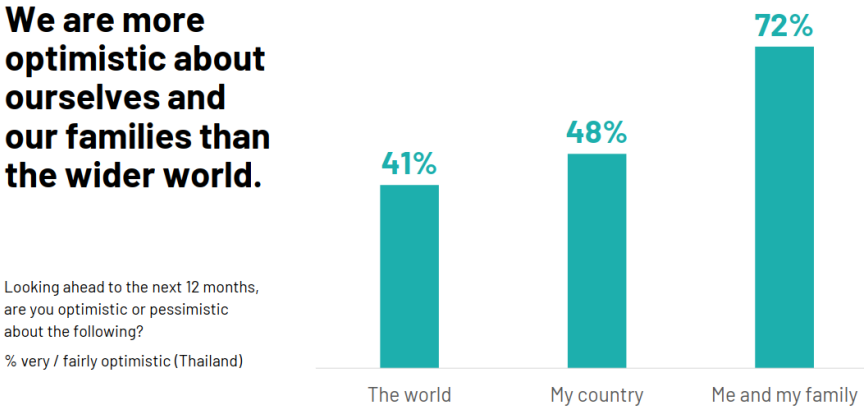


The findings show that 85% of Thais agree that the world today is changing too fast, reflecting consumers' growing sense of living in an environment that is increasingly difficult to keep up with.

When people feel they have less influence over what is happening in the wider world, they turn towards the parts of life they can shape and control. This shift is reflected in four key changes in consumer attitudes and behaviours:

- From worrying about tomorrow → Making today meaningful.
- From managing health problems → Taking ownership of wellbeing.
- From being constantly connected → Using technology purposefully.
- From buying into brand image → Seeking personal relevance.

Looking ahead to the next 12 months, Thais are more optimistic about the future of themselves and their families than about the wider country or the world. Some 72% are optimistic about the future of themselves and their families, compared with 48% who are optimistic about Thailand's future and 41% about the world's future.



These findings suggest that while consumers remain concerned about the broader environment, they continue to hold on to hope and see opportunities to build a better future for themselves and their families.

For brands and businesses, understanding these five dimensions is increasingly important. This means creating meaningful experiences, supporting health and wellbeing, using technology responsibly, offering values that resonate with consumers, and building lasting trust.

Ultimately, understanding what truly matters to consumers will help brands develop products, services and experiences that better meet people's evolving needs and expectations.

PRESS RELEASE

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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Survey Methodology
The findings are based on an online survey conducted by Ipsos across 38 markets through its Global Advisor platform between 22 May and 5 June 2026, involving a total of 29,542 respondents worldwide. In Thailand, approximately 500 respondents aged 20–74 participated in the survey.