



Thailand 2016

10 key points



Launched in 2005, Ipsos Flair was created to provide our clients with information collated by local experts on:

- country values and mood
- the influence of history, religion and culture
- visions of the future, people's ambitions and desires, their ideals
- consumer behaviour and their relationship with brands

These Ipsos Views briefings are produced by the Knowledge Centre.

They are designed to provide a snapshot of the full Ipsos Flair reports, which can be found here: www.ipsos.com/flair

This document is for colleagues and clients only.

Thailand 2016

10 key points

Ipsos Flair Collection

1. Thailand's secret is its versatile mind.

It's the key of happiness and resilience: 95% declare that they're very or quite happy, one of the highest scores in the world. Even the genders are versatile, with 2.5% transgender.

2. Thailand is an ageing country.

9 million Thais are above 60 years old, the highest proportion in SEA after Singapore; the number of people older than 60 will exceed the number of children in 2018.

3. Thailand is indebted.

The household debt is now 83% of GDP, a serious risk for everyone in the consumption society.

4. Thailand concerns its middle class.

Personal, the status erosion because of a decreasing money power (35% vs. 29% average); overall, the pollution as a negative side effect of economic development (55% vs. 50% average).

5. Thailand is still worried about the economy.

The Bank of Thailand adjusted its forecast down from 3.5 % to 3.1 %, with the economic recovery being slower than expected.

6. Thailand is connection addicted.

Thais are the third largest Facebook users and the second-largest Line users, after Japan. The penetration of smartphones is over 90%.

7. Thailand encourages women empowerment.

49% of CEO in Thailand are women, a world record, far above the global ratio of 24% of senior management roles filled by women.

8. Thailand is narcissistic.

Beauty is a standard requisite for teenagers and women, but now, the desire for beauty applies to men too. Male grooming has become big business, as has cosmetic surgery (FIGURES?)

9. Thailand wants to enjoy.

Enjoyment, maximising pleasure and overindulgence are the main motivations, according to Ipsos Censydiam. Of course, luxury is the best route to enjoyment.

10. Thailand is always magnetic.

The growth of tourism isn't stopping, reaching nearly 30 million visitors in 2015, and 2016 started very well too.