

THAILAND AUTO TRENDS: THE RISE OF PURE ELECTRIC CARS

Reshaping the Nation's Future?

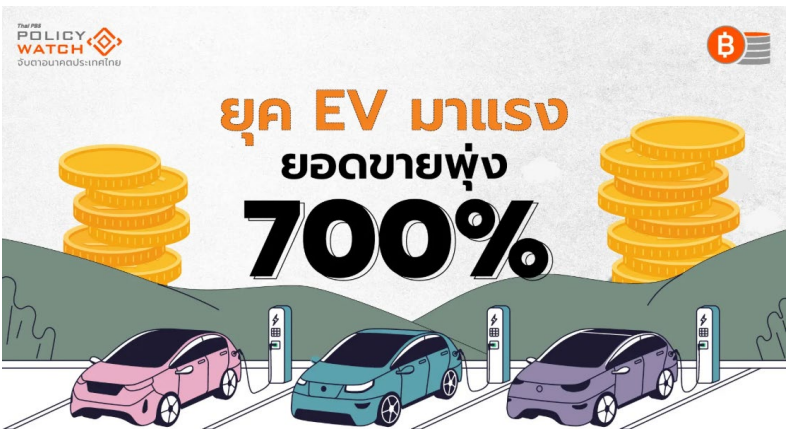
September 2025

The Shifting Automotive Landscape in Thailand

Growth trajectory of EV adoption in Thailand



ยอดจดทะเบียนยานยนต์ไฟฟ้า ก.ค. 2568 โต 45%
BEV นวัตกรรม



Sources: <https://autolifethailand.tv/ev-register-bev-thailand-may-2025/>, <https://www.mreport.co.th/news/statistic-and-ranking/549-ev-registration-july-2025>, <https://policywatch.thaipbs.or.th/article/investment-60>



The Driving Force

Chinese OEMs' successful market penetration.

GRAND PRIX
**MOTOR
SHOW**

BANGKOK
INTERNATIONAL
**MOTOR
SHOW**

BYD led new vehicle orders at the April 2025 Bangkok International Motor Show; **8 of the top 15 brands** were Chinese.

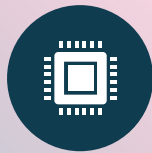
KEY FACTORS:



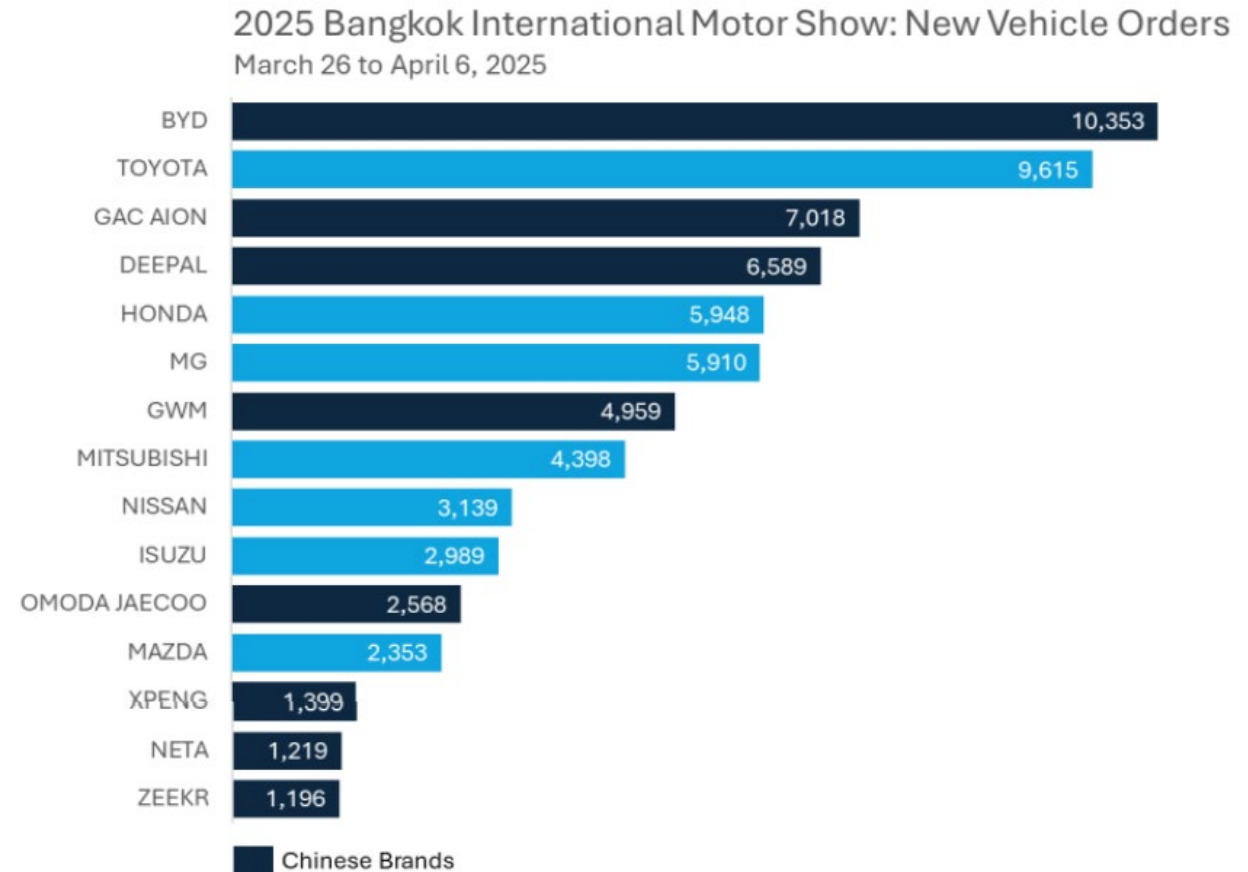
Affordability



Innovative designs



Advanced features

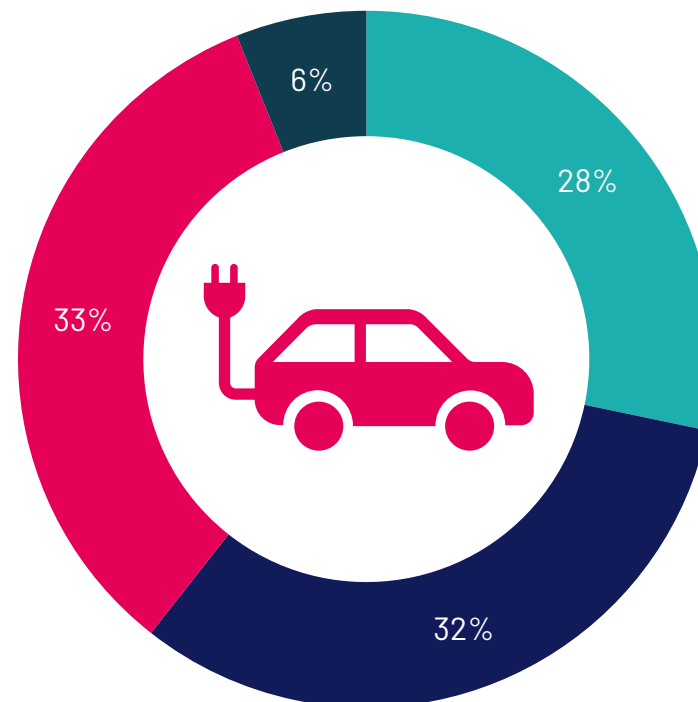


Source: <https://www.motorshow.in.th/en/news/46th-bangkok-international-motor-show-en/>

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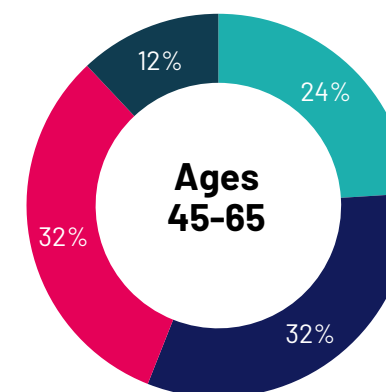
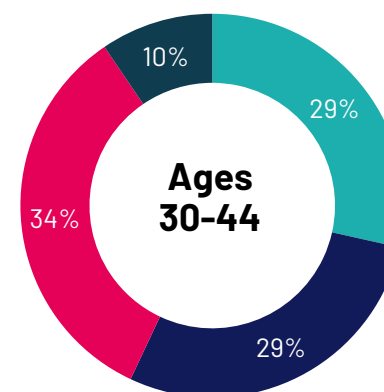
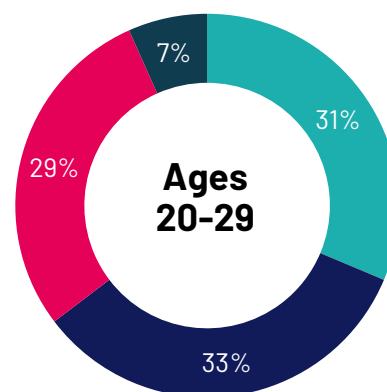
People are considering buying HEV/BEV for their next cars, surpassing those who consider ICE

Future interest for BEV is strong and on par when compared to HEV and Petrol; with around 1 in 3 considering BEV at their next purchase – indicating continued growth is expected over time.



Types of vehicles considered at next purchase

- Petrol
- Hybrid
- Battery/EV
- Not decided



The Tipping Point: Consumer Mindset Shift

Thai consumers are ready to consider purchasing EVs.

33%

of car owners would consider a Battery Electric Vehicle (BEV) for their next car.

Propelled by supportive government policies...

30@30

to achieve 30% of total automotive production as zero-emission vehicles (ZEVs) by the year 2030

EV 3.5 Scheme

Consumer subsidies and tax benefits for BEVs



What Consumers Want: Key Drivers to Purchase

Price and Value

57%

Competitive pricing of BEVs, driven by Chinese OEMs, aligns value with eco-friendly benefits and advanced features.

**Environmental
Consciousness**

51%

Societal shift towards sustainability; transparency in BEV lifecycle is crucial.

**Superior
Technology**

49%

Advanced tech like ADAS and infotainment is now standard, dissolving trim level distinctions.

**Driving
Experience**

41%

BEVs offer a smoother, quieter ride enhancing consumer appeal.

Challenges Facing BEV Adoption

Factors on Function & Running are Real Concerns

Range and
Battery Anxiety

60%

Range anxiety persists due to less convenient 'refueling'

Safety
Concerns

54%

Fueled by news, online videos and the newness of the technology

Charging
Infrastructure

50%

Practicality is key, especially for those without home chargers

Challenges Facing BEV Adoption

Overall Value Post Purchase is also a Barrier

Ownership Cost

51%

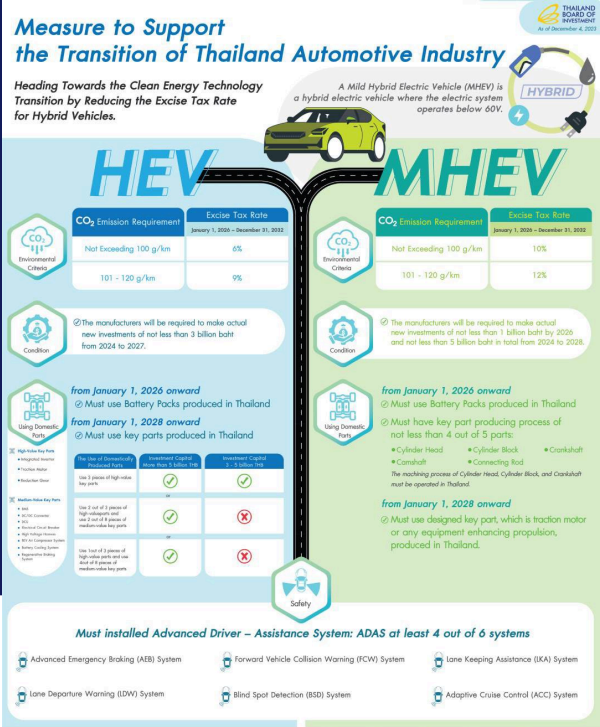
Maintenance can be costly, including repairs, parts and even insurance premiums

Resale Value

42%

Uncertainty about BEV resale value can deter buyers relying on trade-ins for down payments

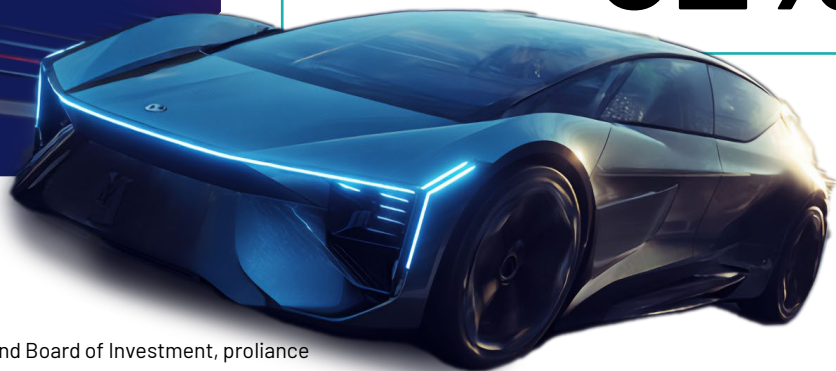
Market data from Q1 2025 shows:
Despite an overall dip in
automotive sales to 2009 levels in
Thailand due to high household
debt and tightened lending, the EV
segment is remarkably surging.



xEV sales reached **67,000 units**
7% year-on-year growth

xEV account for **40.2%** of total vehicle sales

Hybrids (HEV) were the primary driver, capturing
62% of xEV market share



Challenges Facing BEV Adoption

creating barriers despite growing popularity

Aftersales Service

Questions remain regarding the expertise of technicians in servicing these newer technologies and potential delays in obtaining needed parts.

Battery Quality

Given Thailand's tropical climate, concerns exist about battery longevity, performance in extreme weather conditions (e.g., heavy rain and flooding), and safety, particularly the risk of battery fires.

Software Reliability

Consumers seek assurances regarding the long-term stability and functionality of the software systems in Chinese EVs, including regular updates to address bugs and introduce new features.

Challenges Facing BEV Adoption

creating barriers despite growing popularity

Resale Value

Lower prices make the car more affordable to consumers when purchased new but will also lead to lower resale values when the car enters the used vehicle market.



The Competitive Landscape:

Japanese automakers historically dominated the market with strong brand equity. They are responding to BEV trends via strategic partnerships and hybrid focus. Some brands partner with Chinese firms to accelerate EV tech adoption.

Nissan Dongfeng Z9 รถกระบะที่เกิดจากความร่วมมือระหว่าง Nissan แบนด์ ญี่ปุ่น และ Dongfeng แบนด์จากจีน ซึ่งคาดว่าจะเปิดตัวในเดือนมีนาคม 2025 นี้ โดยมีทั้งรุ่นเครื่องยนต์ดีเซล เบนซิน และในอนาคตจะมีการเพิ่มรุ่นปลั๊กอินไฮบริด (PHEV)



GAC Toyota เผยโฉม All-new Toyota bZ7 ก่อนเปิดตัวอย่างเป็นทางการนี้ พร้อมระบบปฏิบัติการ HarmonyOS จาก Huawei พ่วงมอเตอร์ไฟฟ้ากำลังสูงสุด 281 แรงม้า (PS)



The Co-existence of ICE and BEV

Internal Combustion Engine (ICE) vehicles are not disappearing soon and likely retain strong market share in key segments, especially pickup trucks, a staple of the Thai market.

Both ICE and BEV technologies will co-exist and compete. Manufacturers are still investing in improving ICE technology. ICE vehicles will continue to hold a unique appeal for different customer segments and use cases.

NEWS

Cadillac VP: 'EVs And ICE Will Coexist For A Number Of Years'

"Both will have the opportunity to meet customer needs," says Cadillac Vice President John Roth.

BY **WESLEY WREN** PUBLISHED: MAY 01, 2024 5:34 PM EDT

Toyota, Subaru and Mazda to collaborate on new EV-fighting combustion engines

May 29, 2024 by **Tom Wiltshire**

KEY TAKEAWAYS

1

Build brand & Trust

- Meet underlying needs
- Custom to core target
- Stay monitor & update

2

Establish a 360 ecosystem

- Keep developing technology
- Deliver an excellent experience
- Be ready for external factors

3

Cost vs Value

- Competitive Pricing vs. Packages
- Sustainable commercial strategy

THANK YOU

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