

FORECAST

Forecasting consumer spending behavior in Thailand

VOL.4 2025

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Life is Loud.
The World is Tense.
Work Shapes The Way Thais Heal.

*This Mother's Day,
take Mom on a little healing getaway.*

Thailand's ongoing economic recession and rising domestic and global tensions is taking an emotional toll on Thais. The Happiness Index is expected to decline over the next three months. In this issue, we explore how Thais are embracing self-healing. Our study reveals the top three approaches:

- 46% find healing in silence, spending quiet time alone.
- 38% believe that time will heal things on its own.
- 35% turn to nature: drawing energy from wind, sunlight, and greenery.

We also found that healing approaches vary by occupation.

- Private employees often reconnect with nature to escape competition.
- Students withdraw from social media as a form of social detox.
- The unemployed prioritize peace and solitude without spending.
- Housewives seek someone who can truly listen as emotional anchors.

August spending is up 3 points from June (66 vs 63), mostly driven by self-healing and personal wellbeing categories, including Home Appliances (+3%), Beauty (+2%), Smartphones and Computers (+1%), and Dining Out (+2%). Spending on gifts and special meals also rises, as many plan to celebrate "Mother's Day" with family.

Given these mindsets, now is not the time for hard selling. It's a golden opportunity for brands to show empathy, real understanding, and support consumers' healing journey.



HAKUHODO RECOMMENDATIONS

01

Campaign:
"Let Silence Heal"

Nearly half of Thais opt to heal in silence, spending quiet time alone. Brands can be the quiet companion Thais need. One idea: invite them to share "moments when being alone helped you heal," paired with calming ASMR, soothing visuals, and mindful quotes. Add a code like SILENT10 for those who stay until the end, or run limited-time offers during the world's quietest hours (22:00–02:00), with a gentle message: "If you're still awake... we have something to ease your mind."

02

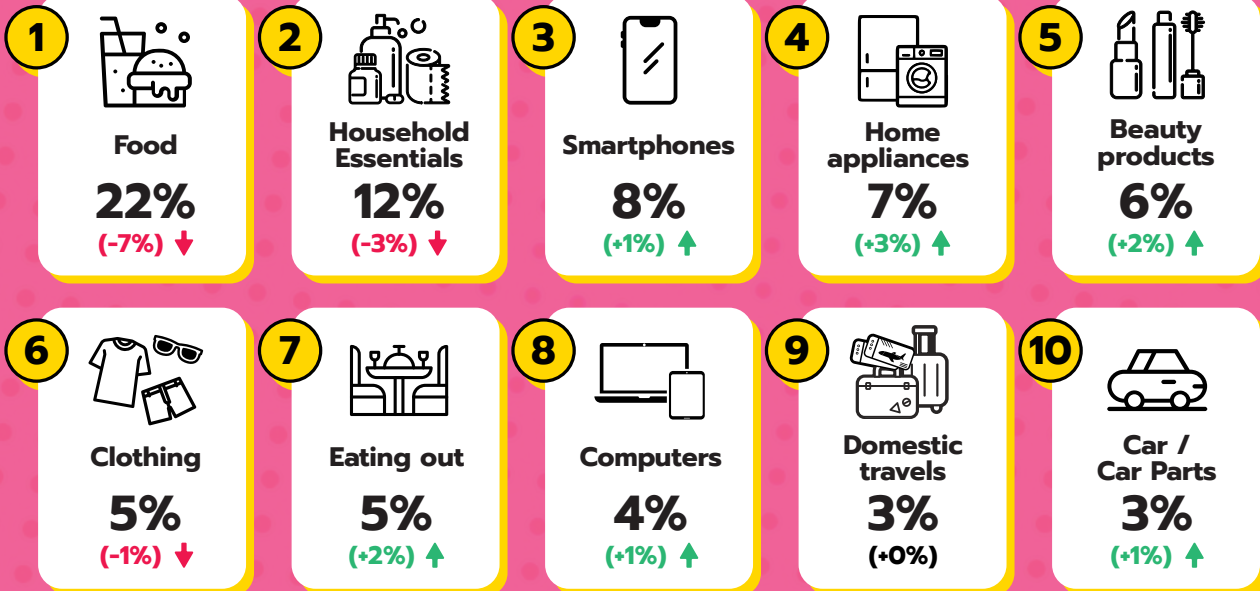
Healing Space
on Mother's Day

Brands can partner with cafés, bookstores, or co-spaces to create special healing zones for Mother's Day, where moms and kids can relax and reconnect. Each zone reflects different "Heart Types": a quiet corner for the peaceful, a chat space for the sharer, mini yoga or planting sessions for the active, and a prayer or self-healing room for the faithful. In every zone, brands can subtly feature their products: tea, cushions, everyday items, and calming scents.

Top 10 Consumer Demand Trend

by Category

Compared to Jun 2025 Issue



Male
pts
69
(+5%) ↑



Overall
pts
Score out of 100
66
(+3%) ↑



Female
pts
62
(+0%)



My income hasn't changed, but living costs are up, so I need to spend wisely.

F / 35 / Ayutthaya

Real voice
from the consumers

It's Mother's Day season, so I tend to spend more on goods and services, since it's a special month.

F / 28 / Bangkok

I want a laptop to support my animation work and help me earn from YouTube. It could open new doors.

M / 26 / Phetchabun

The civil service bonus is coming at the end of September.

M / 46 / Nakhon Ratchasima

I want to buy a new product to replace the broken one I used regularly. I also want to buy a gift for a family member.

M / 42 / Khon Kaen

Happiness level

How happy are you ?



pts
65
(+0%)

Overall
pts

63

(-1%) ↓
Score out of 100



pts
60
(-3%) ↓

Compared to Jun 2025 Issue

Expected happiness level
in the next 3 months ?

39%



(-2%) ↓

Will improve

52%



(+0%)

Same

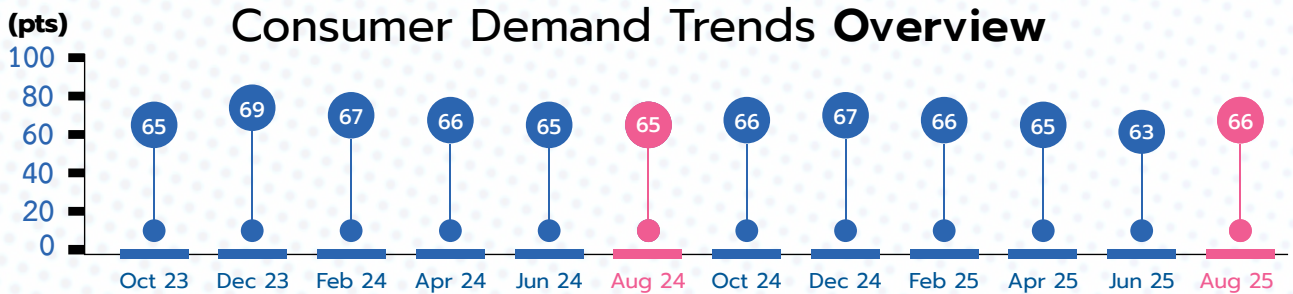
9%



(+2%) ↑

Worsen

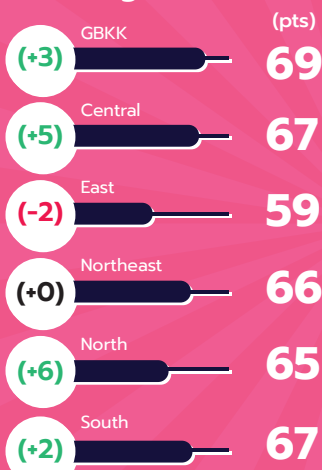
Consumer Demand Trends Overview



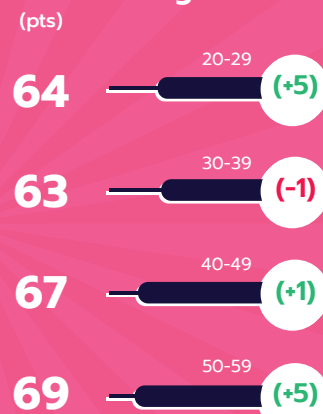
Consumer Demand Trends by Region and Age Group

Compared to Jun 2025 issue

Region



Age



- Central Thailand sees spending return to relieve stress.
- The North recovers fast, driven by domestic tourism and a lively lifestyle.
- The East still struggles due to a decline in tourism.

- New Gens are returning to their usual spending, seeking fulfillment and a sense that life goes on
- Stable older groups are spending more on quality of life and personal happiness.

Healing Approaches by Occupation

Students

Rest in silence but vent out loud.
The chaos of social media makes detox essential.

	Student Total	Compared with total
Spend time alone	57%	+9%
Talk to someone who understands	30%	+8%

Private Employees

Nature and empathy as stress relievers.
A hectic world calls for emotional anchors in non-competitive spaces.

	Private Employees Total	Compared with total
Lean on nature	39%	+4%
Talk to someone who understands	24%	+2%

Housewives

Kindness and faith anchor the heart in hardship.
Because it's a never-ending role, with no credit.

	Housewives Total	Compared with total
Talk to someone who understands	31%	+9%
Find emotional anchors	24%	+7%

Unemployed

Let time and solitude heal.
Self-restoration in ways that cost nothing.

	Unemployed Total	Compared with total
Let time heal	50%	+12%
Spend time alone	51%	+5%

Freelancers

Just strength and small goals to keep going.
Building a life on their own, without relying on anyone.

	Freelancers Total	Compared with total
Work the stress out	21%	+4%
Focus on small goals	23%	+3%

Business Owners

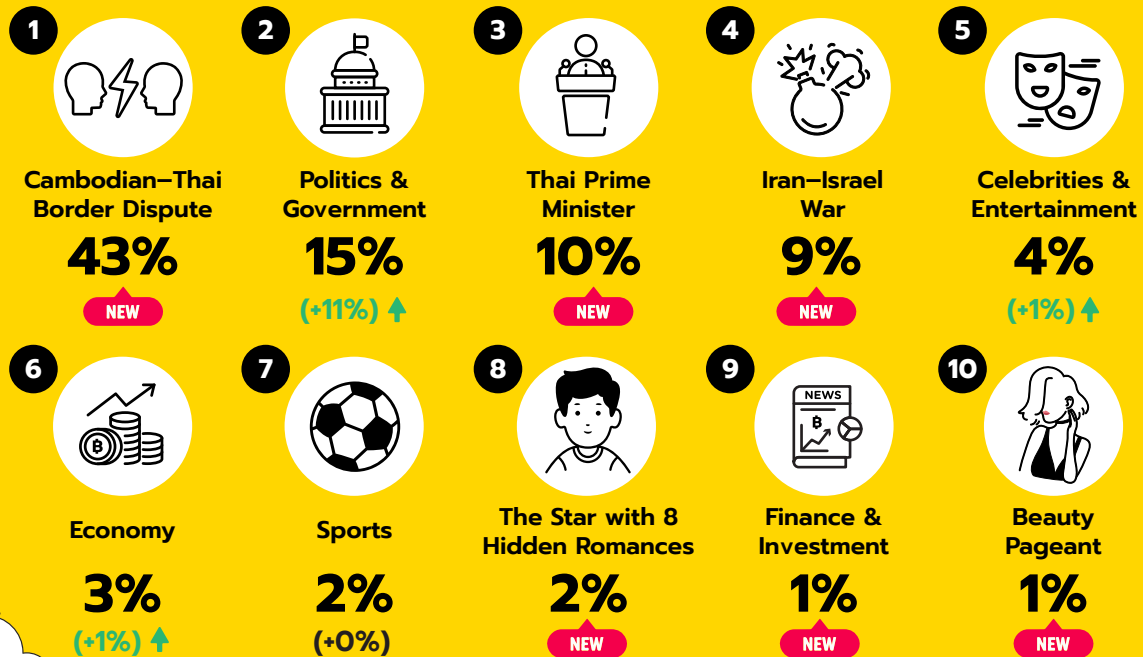
Let nature and faith heal a weary heart.
They must stay strong, carrying risk and hope.

	Business Owners Total	Compared with total
Lean on nature	40%	+5%
Find emotional anchors	21%	+4%

TOP 10

MOST-TALKED TOPICS

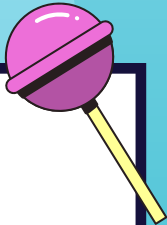
Compared to Jun 2025 Issue



Light News Offers a Resting Place Before Returning to Reality.

After months of political tension, conflict, and global crises, many Thais have grown emotionally guarded. They turn to entertainment or softer stories, not to avoid the truth, but to rest their hearts before returning to a world still in turmoil.

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About This Study

Name	Thailand Consumption Forecast
Methodology	Online survey
Area of study	6 regions in Thailand: GBKK, Central, Northern, Eastern, Northeastern, and Southern
Sample size	1,200 samples (200 samples per region)
Respondent	M/F aged 20-59 years old, SES ABCD *National population based on NSO 2019 and SES by TMRS 2018
Period of study	17 - 26 June 2025

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HakuHodo Institute of Life and Living ASEAN (THAILAND) ทำการศึกษาเกี่ยวกับ “การคาดการณ์พฤติกรรมการใช้จ่ายของผู้บริโภคในประเทศไทย” ทุกสองเดือน โดยมุ่งเน้นที่แนวโน้มการบริโภคของคนไทยในอนาคต โดยให้ผู้ร่วมตอบแบบสอบถาม (เพศชายและหญิงจำนวน 1,200 คน อายุระหว่าง 20-59 ปี จาก 6 ภูมิภาคทั่วประเทศ) ให้คะแนน “แนวโน้มความต้องการในการใช้จ่าย” รวมถึงคำถามอื่นๆ และทำการเผยแพร่ผลของการศึกษาผ่านรายงานฉบับนี้

