

BUSINESS RESEARCH

# THAI ECONOMIC AND FINANCIAL UPDATE

for October 2024

# Highlight:

The Thai economy remained stable compared to the previous month, with positive factors including a slight increase in private consumption in the non-durable goods category and improved exports across several categories. In addition, government spending expanded in both current spending by the central government and investment expenditure by both the central government and state enterprises. However, the tourism sector slowed down due to a decline in the number of foreign tourists after a surge in the previous month. Meanwhile, private investment declined in the machinery and equipment category, and industrial production contracted after accelerating in the previous month. Additionally, inventory levels remained high in many categories.



### **Private Consumption**

Private consumption indicators, after seasonal adjustment, increased slightly from the previous month, driven by higher spending in the non-durable goods category. However, spending on durable and semi-durable goods, as well as

services, declined. Consumer confidence continued to decrease due to concerns over high living costs, sluggish economic growth, and flood situations in some areas.

Onto 17 7.7 5.8

2023 1H'23 2H'23 1H'24 1Q'24 2Q'24 Jul-24 Aug-24 Aug-24\*
Note:\*%MoM is calculated from seasonally adjusted data.

# Farm Income Farm income increased from the same period last year

due to increases in both prices and production. In particular, rubber prices increased as a result of reduced production. Agricultural production increased due to higher production of longan, durian, mangosteen and rice.

- (1	longan, durian, mangosteen and rice.									
	Item (%YoY)		Fa	Farm		Agricultural		Agricultural		
			Inco	ome	Price		Production			
			Jul-24	Aug-24	Jul-24	Aug-24	Jul-24	Aug-24		
	Ag	riculture	8.2	8.1	7.7	6.7	0.4	1.3		
	<b>E</b>	Paddy	-4.4	-2.2	6.5	-2.5	-10.2	0.3		
		Rubber	46.9	60.7	47.5	61.3	-0.4	-0.4		
	()	Durian	2.5	8.6	20.2	-0.3	-14.7	8.9		
		Longan	-21.8	-11.1	-18.2	-18.3	-4.4	8.7		
		Mangosteen	43.2	82.1	47.5	11.5	-2.9	63.4		

#### Private Investment

1Q'24 2Q'24 Jul-24 Aug-24 Aug-24\*

Note:\*%MoM is calculated from seasonally adjusted data.

Private investment indicators, after seasonal adjustment, declined from the previous month, mainly due to reduced investment in machinery and equipment. Meanwhile, investment in construction increased slightly, driven by higher sales of concrete blocks and precast concrete slabs. Nevertheless, the



MPI and Capacity Utilization (Cap-U)

## The seasonally adjusted MPI declined, reflecting lower output

1H'24

in several key products. This decline was particularly evident in the automotives sector, where output fell due to slowing demand. Additionally, the rubber and plastic products sector, along with the electrical appliance sector, contracted after experiencing an acceleration in production in the previous month.

Overall MPI				-0.2	1.6	-1.9	-0.3*	
	Automoti	ve	0.8	-13.4	-10.8	-18.0	-2.6	
	Rubbers a	and Plastic	-2.4	-0.2	7.1	1.5	-2.9	
	Electrical	appliance:	-14.5	9.3	14.2	-3.4	-5.9	
Note:*%MoM Overall MPI is calculated from seasonally adjusted data								
Capaci	ty Utilizati	on Rate		<b>2</b>	2023	2024	Unit: 9	
60.6	59.0	60.1	8.3	58.3	58.8	58.6	58.3	
	8M	Jun		Jul		Au	ıg	

## Exports

- In August, Thailand's exports grew by 7.0%YoY, driven by expansion in key export markets such as Europe, ASEAN, China and the United States, while Japan and Australia experienced contraction. Major products with export growth included rice, rubber, passenger cars and auto parts. Products with declining exports included metals and steel, solar cells, and petroleum products.
   In 8M2024, exports expanded by 4.2%YoY, supported by
- In 8M2024, exports expanded by 4.2%YoY, supported by major markets such as the United States, Australia, Europe, ASEAN, and China. Key products with strong growth included computers, machinery, rice, and rubber.

	Mandage	Share (%)	Jan-Aug	2024	Aug-24		
	Market	Jan-Aug 2024	USD Mn	%YoY**	USD Mn	%YoY*	
	Total	100.0	197,193	4.2	26,182	7.0	
	ASEAN	22.7	46,211	4.0	5,946	8.1	
	U.S.A.	19.2	35,593	11.7	5,030	3.0	
	China	11.4	23,540	1.1	2,990	6.7	
1	EU	9.8	18,662	5.5	2,578	22.3	
	Japan	7.8	15,486	-7.5	2,043	-11.3	
	Australia	4.2	8,327	6.2	1,093	-13.7	
	Commo	dity Price	Jan-Aug	2024	Aug	g-24	
	& Exch	ange Rate	Price	%YoY	Price	%YoY	
	Dubai oil pri	ice (USD/bbl)	82.7	3.5	78.0	-10.0	
6	Gold price (	USD/troy oz)	2,261.6	17.0	2,470.2	28.7	
	Exchange ra	te (THB/USD)	36.0	4.8	34.8	-0.8	
	NEER index		118.5	-1.3	121.5	0.9	





Note: MPI stands for Manufacturing Production Index

MPI (%YoY)

Aug-24

#### Domestic Vehicle Sale

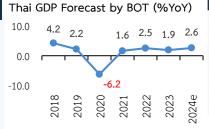
Auto sales fell 25.0%YoY in August, driven by declines in both passenger and **commercial car.** The decline is attributed to weak consumer purchasing power due to the slow economic recovery, high household debt levels and deteriorating quality of hire-purchase loans, leading financial institutions to remain cautious in lending. Despite the overall decline, SUV sales continued to show strong growth. BEV registrations declined in August compared to the same period last year. However, in 8M2024, BEV and HEV registrations continued to grow well, while PHEVs registrations declined.

#### Domestic vehicle sales, 8M2024

Total Vehicle Sales	Market Share By Brand	2 Isuzu D-Max 12.8%			
~ t	(A) ISUZU	=			
	37.8% 14.8% 13.5%	2 Isuzu D-Max 12.8%			
	37.0% 14.0% 13.3%	3 Toyota Yaris ATIV 8.6%			
399,611 <sub>Units</sub>	∃-4⊃ NIZYIBISHI	4 Yaris Cross 6.4%			
-23.9%YoY	5.2% 4.6%	5 Honda City 6.3%			

Domestic car sales in Thailand for the first 8 months of 2024 totaled 399.611 units, down 23.9%YoY. This decline was observed in almost all vehicle categories, with one-ton pickup trucks experiencing a significant decline of 39.3%YoY. Toyota remained the market leader i terms of market share, followed by Isuzu and Honda. The Toyota Hilux remained the best-selling model with a market share of 14.3%, followed by the Isuzu D-Max with 12.8% and the

	Domestic Vehicle	Jan-Aug	2024	Aug-24		
S	Sales by Body Type	Unit	%YoY	Unit	%YoY	
	Passenger car	154,202	-20.6	18,305	-22.6	
n	Commercial car	245,409	-25.8	26,885	-26.5	
	Pickup 1 ton	115,051	-39.3	12,303	-37.1	
า	SUV	85,769	23.4	9,449	14.3	
У	Other	44,589	-37.6	5,133	-41.4	
	Overall	399,611	-23.9	45,190	-25.0	



)	%YoY	2021	2022	2023	2024e
•	Private Consumption	0.6	6.2	7.1	4.2
6	Government Consumption	3.7	0.1	-4.6	1.8
_	Private Investment	2.9	4.7	3.2	3.3
	Public Investment	3.5	-3.9	-4.6	3.6
a)	Value of Merchandise Exports*	19.2	5.4	-1.7	1.8
2024e	Headline Inflation (%)	1.2	6.1	1.2	0.6
$\sim$	*BOP Basis	1	Note: Data	as of Jur	ne 2024

#### **Tourism**

The number of foreign tourists in August declined from the previous month but still grew from the same month last year, driven by an increase in visitors, especially from China, Malaysia, India, South Korea and Japan. As a result, the number of tourists in the first eight months of 2024 grew by 31.5%YoY to reach 23.6 million visitors. This growth was partly due to holidays in several short-haul markets, such as the special holiday in Japan (Obon Festival) and public holidays in India and Malaysia.

No. of Foreign Arrivals **Total Revenues** Top 5 Nationalities Visiting Thailand 23,567,850 Persons 824,844 THB Mn China Malaysia India S.Korea 20.3% 13.9% 5.8% 5.3% +28.1%YoY +31.5%YoY

International tourist arrivals, 8M2024

The average hotel occupancy rate nationwide in August rose to 69.2%, an increase from the same period last year, but it fell slightly from the previous month. This was partly due to a decline in domestic tourists after entering the low season, coupled with a decrease in foreign tourists compared to the previous month. For the first eight months of 2024, Bangkok had the highest occupancy rate at 79.2%, followed by the Southern Region at 77.3% and the Eastern Region at 73.0%.

Occupancy Rate, 8M2024 Northeast North 63.2%

East Central & West 73.0% 62.6%

62.9%

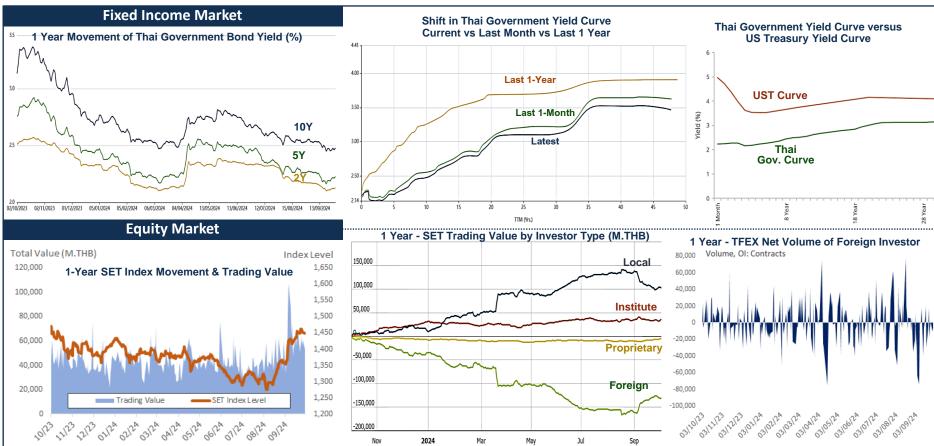
South 77.3%

Toyota Yaris ATIV with 8.6%.



Sources: NESDC, Toyota, FTI, and MOTS

	Share	Jan-Au	ug 24	Aug-	24		1	L				
Major products	Jan-Aug 2024 (%)	USD million	%YoY*	USD million	%YoY*		$\mathbf{Ori}$	Ī				
Total exports	100.0	197,193	4.2	26,182	7.0		011					
Agriculture	10.1	19,826	8.4	2,608	17.5	- F (	2004	_				
- Rice	2.2	4,265	44.1	562	46.6		Good	S				
- Rubber	1.6	3,233	38.1	497	64.8							
- Tapioca	1.1	2,233	-14.9	260	-11.5	For Octob	er 202	24				
- Fruits	2.6	5,058	-7.7	604	1.0							
- Fishery	0.5	1,004	-0.3	134	4.2	Products	Aug-2	1				
Agro-industrial	8.0	15,795	2.4	2,130	17.1	Products	USD million	%YoY*				
- Prepared or preserved seafood	1.3	2,470	8.5	358	20.5	→ Automotive	3,496	-17.9				
- Cane sugar and molasses	1.0	1,889	-35.3	232	-13.6	- Passenger car	1,168	21.2				
- Wheat products and other food preparations	0.9	1,745	9.7	226	7.7	- Pick up and trucks	752	-21.7				
- Beverages	0.7	1,422	2.7	168	20.6	- Motorcycle	213	-17.2				
Manufacturing	78.2	154,149	4.0	20,357	5.2	- Spark-ignition reciprocating internal						
- Automotive	13.4	26,397	-6.7	3,496	-17.9 <b>-</b>		320	-11.2				
- Electronics	17.2	33,961	14.3	4,610	13.9 -	- Parts & accessories	926	1.7				
- Electrical appliances	9.9	19,461	-1.5	2,508	4.7							
- Precious stones and jewelry	5.3	10,434	14.4	1,130	40.8	Products	Aug-24					
- Unwrought gold	2.4	4,654	28.8	455	99.0		USD million	%YoY*				
- Rubber products	4.6	8,981	0.4	1,270	14.9	→ Electronics	4,610	13.9				
- Petro-chemical products	3.0	5,868	-2.7	774	-3.3	- Computer parts	2,181	74.7				
- Chemicals	2.8	5,491	0.4	754	12.5	- HDD	926	112.2				
- Machinery & equipment	3.3	6,532	13.6	976	23.1	- Electronic integrated circuits	747	-33.2				
- Apparels & Textile	2.1	4,119	2.1	555	9.1	- Telecommunication	607	19.8				
- Metal & steel	2.5	4,900	8.8	527	-10.0	- Semi-conductor devices, transistors,	316	-34.3				
Mining & Fuel	3.8	7,422	2.9	1,086	0.6	diodes	210	-54.5				
H BANK   We	Source: MOC (*C	ustom Basis)			-	LH BANK   We Source: MOC (*Custom Basis)						













# End of Presentation

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ข้อมูล บทวิเคราะห์ และการแสดงความคิดเห็นต่างๆ ที่ปรากฏอยู่ในรายงานฉบับนี้ ได้จัดทำขึ้นบนพื้นฐานของแหล่งข้อมูลที่ได้รับมาจากแหล่งข้อมูลที่เชื่อถือได้ เพื่อใช้ประกอบการ วิเคราะห์ภาวะเศรษฐกิจและอุตสาหกรรมซึ่งเป็นเอกสารภายในของธนาคารแลนด์ แอนด์ เฮ้าส์ จำกัด (มหาชน) เท่านั้น ทั้งนี้ธนาคารฯ จะไม่รับผิดชอบความเสียหายใดๆ ทั้งปวงที่ เกิดขึ้นจากการนำข้อมูล บทวิเคราะห์ การคาดหมาย และความคิดเห็นต่างๆ ที่ปรากฏในรายงานฉบับนี้ไปใช้ โดยผู้ที่ประสงค์จะนำไปใช้ต้องยอมรับความเสี่ยง และความเสียหายที่อาจ เกิดขึ้นเองโดยลำพัง







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