

BUSINESS RESEARCH

THAI ECONOMIC AND FINANCIAL UPDATE

for January 2025

Highlight:

Thailand's economy slowed slightly due to a decline in private consumption after an earlier surge driven by government cash transfer programs. Private investment declined in both machinery and equipment and construction. Meanwhile, the tourism sector continued to expand and exports increased, supported by higher shipments of electronics and processed agricultural products. However, industrial production remained subdued, pressured by high inventory levels.



Private Consumption

declined in most major categories, following a surge in the previous month driven by government cash transfer programs, particularly in non-durable and durable goods. Consumer confidence improved, supported by a recovery in domestic tourism as flood conditions in the northern and northeastern regions receded.

Seasonally adjusted private consumption indicators



Farmers' income increased compared with the previous year, mainly because of higher prices, particularly for

rubber and palm oil. Adverse weather conditions reduced production, leading to price increases despite a reduction in rubber areas due to flooding in the southern region.

	ltem (%YoY)		Farm Income		Agricultural Price		Agricultural Production	
			Oct-24	Nov-24	Oct-24	Nov-24	Oct-24	Nov-2
	Agriculture		5.5	9.5	8.3	8.0	-2.6	1.3
	##.	Paddy	-21.4	2.8	-11.5	-0.1	-11.2	2.9
		Rubber	53.5	32.0	53.9	32.4	-0.3	-0.3
		Durian	-41.8	16.7	-5.7	-5.7	-38.3	23.8
		Palm kernel	-0.4	-4.8	38.1	31.7	-27.9	-27.7
		Coconut	96.8	55.1	121.4	80.7	-11.1	-14.2

Private Investment

Seasonally adjusted private investment indicators declined from the previous month. Investment in machinery and equipment declined, reflecting a decline in

commercial vehicle registrations, particularly pickup trucks and tractors, and a decline in capital goods imports after an earlier increase. Construction investment also fell, reflecting lower sales of construction materials and a

reduction in the amount of construction area permitted. 2.6

MPI and Capacity Utilization (Cap-U) The seasonally adjusted industrial production index fell

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

3Q24 Oct-24 Nov-24 %MoN

from the previous month, particularly in the automotive sector, partly due to inventory clearance and price competition from electric vehicles. However, production increased in certain categories such as petroleum and integrated circuits.



Exports ■ Thailand's export value in November 2024 expanded by

- 8.2%YoY, with significant growth in key markets such as China, Europe, USA, and ASEAN. High-performing export products included fresh fruits, rubber products, electrical appliances, electronics, chemical products, and machinery and equipment. ■ Thailand's exports grew by 5.1% in the first 11 months of
- 2024, driven by robust expansion in most major markets except Japan, which contracted by 5.8%YoY. Markets such as USA, Europe, ASEAN, Australia and China recorded significant growth. 20'24 30'24 Oct-24 Nov-24 Nov-24* Jan-Nov 2024

	Market	Share (%)	Juli 140	. 2024	1107 24		
	Market	Jan-Nov 2024	USD Mn	%YoY**	USD Mn	%YoY**	
	Total	100.0	275,764	5.1	25,608	8.2	
n	ASEAN	23.5	64,475	4.3	6,163	7.2	
	U.S.A.	18.2	50,298	13.3	4,687	9.5	
	China	11.7	32,240	2.1	3,018	16.9	
Λ	EU	9.4	25,920	8.0	2,344	11.3	
*	Japan	7.8	21,545	-5.8	2,031	-3.7	
9	Australia	4.1	11,432	2.8	1,086	-2.1	
	Commodity Price & Exchange Rate		Jan-Nov	v 2024	Nov-24		
5			Price	%YoY	Price	%YoY	
	Dubai oil pr	ice (USD/bbl)	80.2	-2.6	72.8	-12.8	
C C C C C C C C C C C C C C C C C C C	Gold price (USD/troy oz)	2,364.0	22.2	2,651.1	33.6	
	Exchange rate (THB/USD)		35.4	1.7	34.4	-2.9	
	NEER index		120.4	0.5	124.7	4.0	

MPI (%YoY)

Domestic Vehicle Sale

Car sales fell 31.3%YoY in November 2024, marking the 18th consecutive month of decline. The main reasons include weakened domestic purchasing power due to high household debt and slow economic recovery. In addition, financial institutions tightened lending amid concerns about credit quality and losses from the sale of repossessed vehicles, while used car prices fell sharply due to intense price competition from electric vehicles. As a result, sales of both commercial and passenger cars continued to decline across all categories.

Domestic vehicle sales, 11M2024

Total Vehicle Sales	Market Share By Brand	By Model		
	(P) ISUZU	1 Toyota Hilux 14.1%		
	38.3% 14.9% 13.0%	2 Isuzu D-Max 12.2%		
	30.3% [14.5%] [13.0%]	3 Toyota Yaris ATIV 8.7%		
518,659 _{Units}	⇒-r-⊃ Musubishi	4 Yaris Cross 6.4%		
-26.7%YoY	4.9% 4.8%	5 Honda City 6.2%		

Domestic auto sales for the first 11 months totaled 518,659 units, down 26.7%YOY, driven by declines in nearly all vehicle categories except SUVs. In particular, 1-ton pickups experienced a sharp decline of 39.3%YOY. Toyota maintained the highest market share, followed by Isuzu and Honda. The Toyota Hilux was the best-selling model with a market share of 14.1%, followed by the Isuzu D-Max with 12.2% and the Toyota Yaris ATIV with 8.7%.

Domestic Vehicle	Jan-Nov	2024	Nov-24		
Sales by Body Type	Unit	%YoY	Unit	%YoY	
Passenger car	203,429	-23.6	18,000	-26.7	
Commercial car	315,230	-28.5	24,309	-34.4	
Pickup 1 ton	148,937	-39.3	11,481	-35.7	
SUV	106,222	5.4	7,347	-34.5	
Other	60,071	-36.8	5,481	-31.3	
Overall	518,659	-26.7	42,309	-31.3	



Tourism

The number of foreign tourists in November 2024 increased from the previous month, driven by growth in various nationalities, particularly short-haul tourists from India, Japan and China, as well as long-haul tourists from Europe excluding Russia and the United States. However, Malaysian tourist arrivals declined due to flooding in southern Thailand. Seasonally adjusted tourism receipts declined, partly due to a reduction in the number of high-spending Russian tourists.

International tourist arrivals, 11M2024



The nationwide average hotel occupancy rate for November rose both from last year and the previous month to 72.7%, in line with the increase in foreign tourist arrivals. Bangkok recorded the highest occupancy rate at 78.3%, followed by the southern region at 76.3% and the eastern region at 72.4%. The coastal regions were particularly popular with tourists compared to other areas.

Occupancy Rate, 11M2024

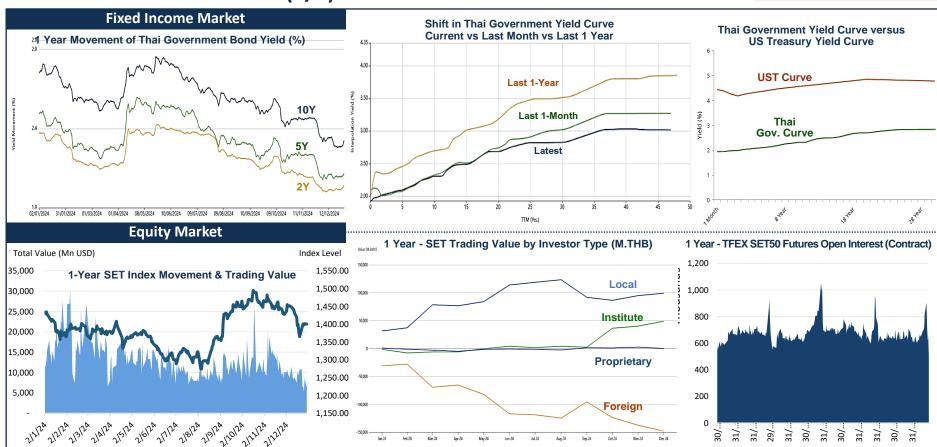
North
63.2%
Central & West
61.9%
South
76.3%
Northeast
63.0%
East
72.4%
RKK
78.3%





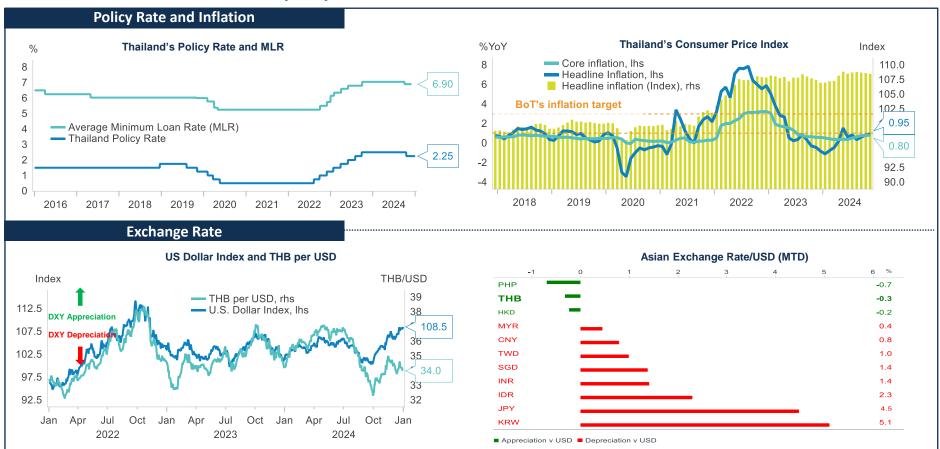
Sources: NESDC, Toyota, FTI, and MOTS

Major products	Share	Jan-No	v 24	Nov-	24		1	
Major products	Jan-Nov 2024 (%)	USD million	%YoY*	USD million	%YoY*	-x	nri	
Total exports	100.0	275,763.55	5.1	25,608	8.2		010	h.
Agriculture	9.7	26,754.53	7.3	2,216	4.1	OF C	bood	
- Rice	2.2	5,946.80	28.9	506	-20.6		DOOU	S
- Rubber	1.6	4,536.93	35.8	412	14.1		2.0	~ =
- Tapioca	1.1	2,932.60	-16.9	244	-6.3	For Janua	ry 20	25
- Fruits	2.3	6,210.25	-6.7	349	44.8			
- Fishery	0.5	1,411.37	0.4	137	5.6	Products	Nov-24	
Agro-industrial	7.8	21,636.38	3.9	1,910	7.7	Froducts	USD million	%YoY*
- Prepared or preserved seafood	1.3	3,522.88	10.3	337	3.3	→ Automotive	3,542	-0.3
- Cane sugar and molasses	0.8	2,325.74	-31.5	136	-21.3	- Passenger car	1,205	11.6
- Wheat products and other food preparations	0.9	2,454.62	10.0	233	9.3	- Pick up and trucks	716	-4.6
- Beverages	0.7	1,938.34	3.3	189	16.7	- Motorcycle	317	1.4
Manufacturing	78.8	217,233.23	5.5	20,537	9.5	- Spark-ignition reciprocating internal	205	-34.3
- Automotive	13.1	36,175.95	-6.9	3,542	-0.3 -	combustion	ion 305	
- Electronics	17.5	48,210.68	14.6	4,454	9.6 -	- Parts & accessories	888	4.3
- Electrical appliances	9.8	27,050.95	1.9	2,541	13.8			
- Precious stones and jewelry	6.2	16,980.41	22.9	1,567	63.5	Products N		
- Unwrought gold	3.0	8,312.62	49.4	686	174.7		USD million	%YoY*
- Rubber products	4.7	12,906.70	6.2	1,398	24.8	→ Electronics	4,454	9.6
- Petro-chemical products	2.9	8,075.33	-1.8	707	2.2	- Computer parts	2,234	40.8
- Chemicals	2.8	7,716.90	3.3	766	10.7	- HDD	1,002	47.9
- Machinery & equipment	3.4	9,373.67	15.8	906	16.7	- Electronic integrated circuits	792	3.9
- Apparels & Textile	2.1	5,691.94	2.6	547	9.8	- Telecommunication	573	-8.8
- Metal & steel	2.2	6,116.33	-3.1	543	-26.2	- Semi-conductor devices, transistors,	140	-71.5
Mining & Fuel	3.7	10,139.40	-3.9	944	-7.1	diodes		
H BANK We samely	H BANK We carry Source: MOC (*Custom Basis)						4	













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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