

BUSINESS RESEARCH

# THAI ECONOMIC AND FINANCIAL UPDATE

for February 2025

# Highlight:

The Thai economy slowed slightly from the previous month, mainly due to declines in exports and manufacturing production. However, the tourism sector remained a key driver, with earnings increasing due to a higher proportion of long-haul tourists. Private consumption increased slightly in almost all categories, while private investment remained stable. Government spending continued to expand in both current and capital expenditure.



### **Private Consumption**

Seasonally adjusted private consumption indicators increased slightly across almost all categories, except for non-durable consumer goods, which declined, particularly in food and beverage sales, after accelerating in the early stages of the government's cash transfer measures. However, the consumer confidence index continued to rise, supported by the government's stimulus measures and the recovery in domestic tourism. 6.9

> 1H'24 2H'24 3O'24 4O'24 Nov-24 Dec-24 Dec-24\* Note:\*%MoM is calculated from seasonally adjusted data.

## Farm Income

0.8

Farmers' incomes rose due to increases in both prices and production. Rubber and palm oil prices increased as global production declined due to flooding in the region. Agricultural production increased from off-season longan and sugarcane, which expanded due to favorable weather conditions and increased cultivation areas.

		Fa	rm	Agricu	ıltural	Agricultural Production		
lte	em (%YoY)	Inco	ome	Pri	ce			
		Nov-24	Dec-24	Nov-24	Dec-24	Nov-24	Dec-24	
Α	Agriculture		8.4	8.0	5.4	1.6	2.9	
	Rubber	32.0	42.0	32.4	42.3	-0.3	-0.2	
	Durian	16.9	47.1	-5.7	-5.7	24.0	56.0	
Ť	Longan	14.1	26.2	4.6	-10.1	9.1	40.4	
	Palm kernel	-4.8	26.2	31.7	51.8	-27.7	-16.8	
	Coconut		90.2	80.7	81.3	-14.2	4.9	
Н	H BAN		V	Ve_				

### Private Investment

Seasonally adjusted private investment indicators remained stable compared with the previous month. Investment in machinery and equipment increased slightly. in line with higher domestic machinery sales and capital

goods imports. Investment in transport equipment improved due to an increase in commercial vehicle registrations. However, investment in construction fell for all purposes,

following a decline in land permitted for building.

Note: \*% MoM is calculated from seasonally adjusted data. MPI and Capacity Utilization (Cap-U)

30'24 40'24 Nov-24 Dec-24 Dec-24\*

# The seasonally adjusted manufacturing production index

fell from the previous month, particularly in machinery, steel and petroleum, in line with reduced domestic and foreign demand. However, production increased in some categories, such as chemicals from fertilizer production and food and beverages from sugar production. MPI (%YoY) Nov-24 Dec-24 %Mol

	C	verall I	MPI		-3.8	-1.8	-3.4	-2.1	-0.5 *		
<del>(1)</del>	Αι	utomoti	ves		8.0	-17.9	-26.9	-22.3	-18.1		
Å	Ch	nemicals	5		-0.7	3.2	-2.3	6.4	2.4		
	Fc	od			-2.4	3.4	2.3	3.5	7.3		
Note:*%MoM Overall MPI is calculated from seasonally adjusted data.											
Capacity Utilization Rate											
59	59.6 58.4 57.2 58					59.0	57.9	55.9	56.0		
	1	Y	Oc	t		Nov		Dec			

# **Exports**

- Thailand's export value expanded by 8.7% in December 2024, with major growth markets including the US, the EU, and the United Kingdom. Products with high export growth included computers, equipment and parts, gems and jewelry, and rubber products.
- For the full year 2024, exports grew by 5.4%, driven by strong expansion in markets such as the United States, European Union, and CLMV countries. Products that showed growth included computers, equipment and parts, rubber products, gems and jewelry, machinery, chemicals, and air conditioners and parts.

	Market	Share (%)	Jan-Dec	2024	Dec-24			
	Market	Jan-Dec 2024	USD Mn	%YoY**	USD Mn	%YoY**		
	Total	100.0	300,529	5.4	24,766	8.7		
	ASEAN	23.0	70,165	4.6	5,691	7.8		
	U.S.A.	18.8	54,956	13.7	4,658	17.5		
	China	12.1	35,243	3.1	3,003	15.0		
М	EU	10.0	28,401	9.1	2,481	21.7		
K-	Japan	7.0	23,286	-5.3	1,741	0.6		
1	Australia	3.6	12,330	0.9	897	-18.2		
1	Commo	dity Price	Jan-Dec	2024	Dec-24			
3	& Exch	ange Rate	Price	%YoY	Price	%YoY		
	Dubai oil pri	ce (USD/bbl)	79.7	-2.8	73.3	-5.1		
6	Gold price (	USD/troy oz)	2,387.7	22.9	2,648.0	30.7		
	Exchange ra	te (THB/USD)	35.3	1.4	34.2	-2.3		
	NEER index		121.0	1.0	127.1	5.9		





Note: MPI stands for Manufacturing Production Index

### Domestic Vehicle Sale

Car sales in December 2024 declined 20.9% compared to the same period last year, marking the 19th consecutive month of declines in all types of vehicles, particularly in the 1-ton pickup truck segment, which continued to contract significantly. This decline is due to high household debt levels, a sluggish economy and tighter credit conditions. Car sales of 54.016 units in December 2024 increased 27.7% from November -2024, but remained significantly lower than the same period last year, reflecting the continued stagnation in the automotive market.

### Domestic vehicle sales, 2024

Total Vehicle Sales	Market	By Model			
	(4)	ISUZU		<u>~</u> ′	13.4%
	38.3%	14.9%	13.4%	2 Isuzu D-Max	11.6%
	30.3%	14.270	13.4%	3 Toyota Yaris ATIV	8.3%
572,675 <sub>Units</sub>	MITSUBIS	<u>.</u> ∋4	<b>-</b> 0	4 Yaris Cross	6.1%
-26.2%YoY	4.80		<b>7</b> %	5 Honda City	5.9%

Domestic car sales in Thailand in 2024 totaled 572,675 units, a decrease of 26.2% compared to 2023. This decrease was due to declines in almost all vehicle categories except SUVs, which continued to grow. One-ton pickups experienced a significant decline of 38.3%. Toyota maintained its position as the brand with the highest market share, followed by Isuzu and Honda. The Toyota Hilux pickup was the best-selling model with a market share of 13.4%, followed by the Isuzu D-Max with 11.6% and the Toyota Yaris ATIV with 8.3%.

Domestic Vehicle	Jan-Dec	2024	Dec-24			
Sales by Body Type	Unit	%YoY	Unit	%YoY		
Passenger car	224,156	-23.4	20,727	-20.7		
Commercial car	348,519	-27.9	33,289	-21.1		
Pickup 1 ton	163,347	-38.3	14,410	-26.3		
SUV	117,800	3.2	11,578	-13.3		
Other	67,372	-35.4	7,301	-21.4		
Overall	572,675	-26.2	54,016	-20.9		

Tl :	CDD	<b>-</b>			. DO	T /	·/ \/-		%YoY	2022	2023	2024e	2025e
Thai	GDP	Fore	ecas	τby	, BC	) [ (5	% YO	Υ)	Private Consumption	6.2	7.1	4.5	2.4
10.0	4.2	2.2		1 6	2.5	1.9	2.7	2.9	Government Consumption	0.1	-4.6	2.1	1.5
	•	•		1.0	-		-	•	'				
0.0		7			_		-	$\neg$	Private Investment	4.7	3.2	-2.2	2.2
			Y						Public Investment	-3.9	-4.6	2.9	5.1
-10.0	œ	_		5.2	0.1	~	a)	υ	Value of Merchandise Exports*	5.4	-1.5	4.9	2.7
	2018	2019	2020	2021	2022	2023	2024e	)25e	Headline Inflation (%)	6.1	1.2	0.4	1.1
	(1	. 1	. 1	. 1	. 1	. 1	2	2	*BOP Basis		Note: D	ata as of [	Dec 2024

### Tourism

The number of foreign tourists in December 2024 increased in line with the overall recovery in tourism, especially long-haul tourists from Western countries such as the United Kingdom, United States, and Germany. However, the number of tourists from China and South Korea declined slightly, while the number of tourists from Russia, Malaysia, and India grew strongly. As a result, the total number of tourists in 2024 exceeded the target of 35 million, reaching 35,545,714 visitors and generating revenues of over 1.66 trillion baht.

### International tourist arrivals, 2024



The nationwide average hotel occupancy rate for December rose both from last year and from the previous month to 79.6%. This increase was observed in all regions, in line with the increase in foreign tourist Central & West arrivals during the year-end holiday season. Bangkok maintained the highest occupancy rate at 84.0% in December, followed by the North at 80.1%, while the East and South regions were close at 79.5%.

Occupancy Rate, 2024 Northeast North

62.7% BKK

64.4%

South

78.8% 75.3%



Sources: NESDC, Toyota, FTI, and MOTS

63.5%

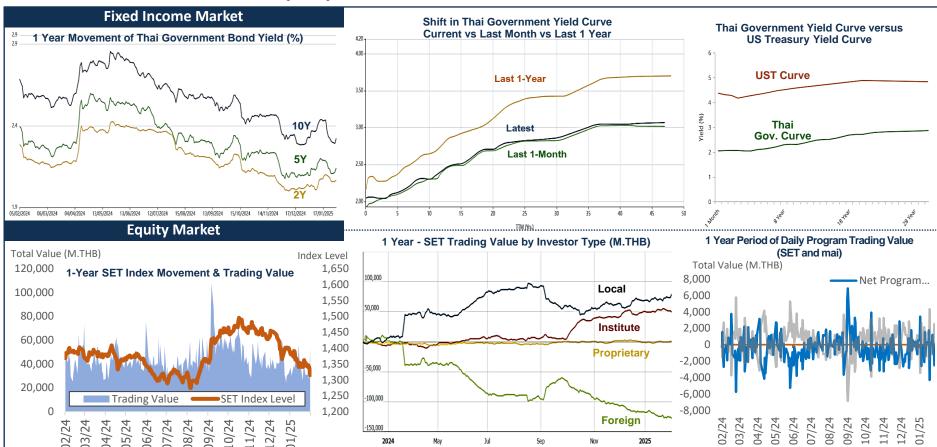
East

73.6%

M. San area de ada	Share	Jan-Dec 24		Dec-24			1			
Major products	Jan-Dec 2024 (%)	USD million	%YoY*	USD million	%YoY*		$\mathbf{Ort}$	)		
Total exports	100.0	300,529	5.4	24,766	8.7		$\frac{0}{1}$	1		
Agriculture	9.6	28,827	7.5	2,073	10.7		Soods			
- Rice	2.1	6,434	25.0	487	-8.5		300Q	5		
- Rubber	1.7	4,992	36.8	455	48.5	Fan Fahrusan 006				
- Tapioca	1.0	3,133	-15.6	201	7.8	For Februa	ary 20	025		
- Fruits	2.2	6,511	-6.2	300	4.0					
- Fishery	0.5	1,545	1.3	134	11.6	Products	Dec-24			
Agro-industrial	7.8	23,358	4.1	1,721	6.7	FIOGUES	USD million	%YoY*		
- Prepared or preserved seafood	1.3	3,845	10.6	322	14.2	Automotive	3,230	-6.2		
- Cane sugar and molasses	0.8	2,413	-31.4	87	-29.9	- Passenger car	855	-20.4		
- Wheat products and other food preparations	0.9	2,677	10.1	223	12.0	- Pick up and trucks	769	-2.1		
- Beverages	0.7	2,119	3.6	181	6.9	- Motorcycle	319	28.0		
Manufacturing	79.0	237,461	5.9	20,228	11.1	- Spark-ignition reciprocating internal	292	00.0		
- Automotive	13.1	39,406	-6.8	3,230	-6.2 <b>–</b>	combustion		-28.3		
- Electronics	17.6	52,940	14.4	4,729	12.8 —	- Parts & accessories	873	5.2		
- Electrical appliances	9.8	29,523	3.0	2,472	17.1					
- Precious stones and jewelry	6.1	18,425	24.6	1,444	48.6	Products	Dec-24			
- Unwrought gold	2.9	8,758	46.5	445	7.2		USD million	%YoY*		
- Rubber products	4.7	14,239	7.6	1,333	22.5	<b>└→</b> Electronics	4,729	12.8		
- Petro-chemical products	2.9	8,794	-0.9	719	10.3	- Computer parts	2,634	43.5		
- Chemicals	2.8	8,422	4.6	705	20.1	- HDD	1,184	18.1		
- Machinery & equipment	3.4	10,316	17.4	942	35.6	- Electronic integrated circuits	750	-2.6		
- Apparels & Textile	2.1	6,197	2.7	505	4.7	- Telecommunication	558	-2.1		
- Metal & steel	2.2	6,635	-4.6	519	-19.5	- Semi-conductor devices, transistors,	101	-77.9		
Mining & Fuel	3.6	10,883	-6.5	744	-32.0	diodes	101			
LH BANK   We carrier	Source: MOC (*C	ustom Basis)					4			

# **Thai Financial Market Data (1/2)**

Data as of: 31 Jan 2025







# **Thai Financial Market Data (2/2)**

Data as of: 31 Jan 2025







# End of Presentation

### Disclaimer

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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