



A focus on Thailand

We've surveyed 12,000 shoppers across 24 countries to give you insight into what shoppers want from online retailers in 2024.

To help you understand how consumers in different countries shop online, we've created a series of Country Reports.

In this report, we uncover what's important to online shoppers in Thailand. We explore what (and how) they buy online, their delivery and returns preferences and where they are buying from.

Whether you already sell to Thailand or are considering doing so, these insights can help you sell to this market.

Key

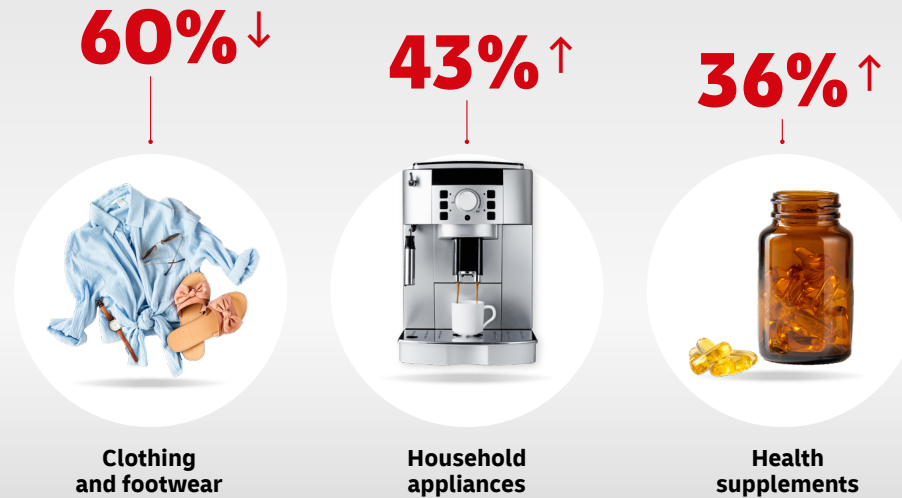
- ↑ = Higher than global average
- = Same as global average
- ↓ = Lower than global average

Q 2024 Online Shopper Trends

To find out more about the data used in this report, [click here](#)

What does Thailand buy online?

Thai shoppers regularly search and make purchases online. **78% browse online at least once a week** and 67% buy something this often. 29% say they make a purchase two to three times a week, higher than the global average of 20%. But what products do they buy the most?



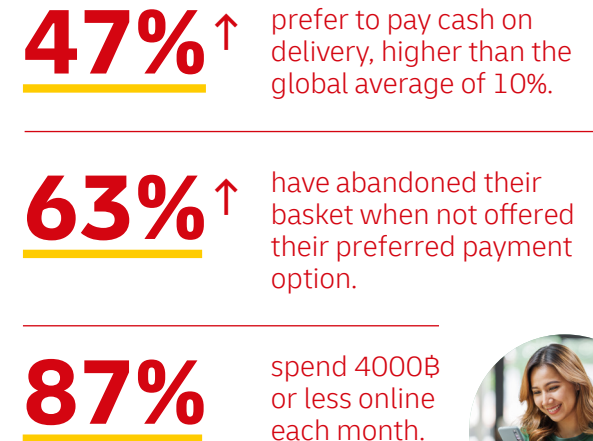
58% of Thai consumers have an online shopping subscription. 59% of these shoppers subscribe to beauty products and 55% to clothing and accessories. If you don't already offer a subscription service, consider doing so to help your business sell to this market.

How does Thailand shop online?

Thai shoppers are the most active on social media.



Spending habits of Thai shoppers



Selling to Thailand

Over half of Thai consumers buy from online retailers in other countries. 37% do so at least once a week, higher than the global average of 16%. To help you engage with this market, we've uncovered why they do (or don't) buy from abroad.

Which countries do Thai shoppers buy from?



Why do they buy from abroad?

58% ↑

To get lower prices.

45% ↑

A wider choice of products.

42% ↑

To get better quality products.

Why don't they buy from abroad?

59% ↑

Longer delivery time.

57% ↑

Fear of fraud.

33% ↑

Delivery by an unfamiliar provider.

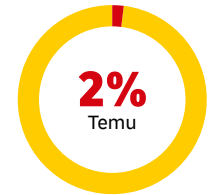
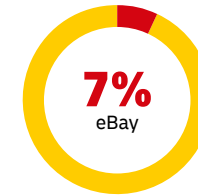
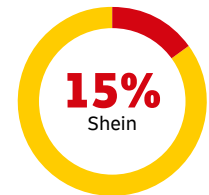
49% of shoppers would feel more **confident** buying from retailers in other countries if prices were displayed in their local currency.



99% ↓ of Thai shoppers buy from marketplaces.

90% of this market say reduced prices are important to them, so it's no surprise that marketplaces are so popular. They offer a huge range of products at different price points. Selling via marketplaces could be a great way to reach these shoppers.

Which marketplaces are most popular with Thai shoppers?



Do you run an e-commerce business in Thailand?

There are opportunities to grow your business by expanding into new markets across the globe.

Thai goods are popular with shoppers in:



Malaysia



China



Australia



How do Thai shoppers want to receive and return their orders?

49% of people in Thailand say they frequently abandon their baskets if their preferred delivery option is not offered. With so many consumers in this market favoring home delivery, providing a reliable and fast shipping option is key to securing those sales.

71% prefer to receive a return label with their order, higher than the global average of 64%.



97% ↑
say delivery options influence where they shop online.

72% ↑
say free delivery would improve their online shopping experience.

74% ↑
say next day delivery is important to them.

47% ↑
only buy from online retailers that offer free returns.

If not at home, **89%** would like to be able to redirect their parcels to a safe place.

!! How you charge for delivery could be the difference between a sale and an abandoned basket. 57% of Thai shoppers prefer it if delivery costs are included in the product cost instead of paying separate charges at checkout. If you're selling to this market, consider doing this so you can offer 'free' delivery at checkout.



Anything else to know about this market?



88% ↑ always use a smartphone to shop online.

vs **57%** of global shoppers always use a smartphone.



34% ↑ always use a retailer's mobile app.

vs **22%** of global shoppers always use a retailer's mobile app.

Why are Thai shoppers abandoning their baskets?

49% ↑

Delivery is too expensive.

34% ↑

A discount code isn't valid or won't work.

42% ↑

They find the items cheaper elsewhere.



64% ↓

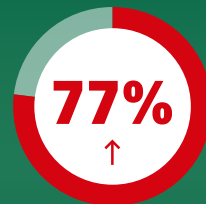
prefer to create or have an account with an online retailer instead of using guest checkout.

73% ↑

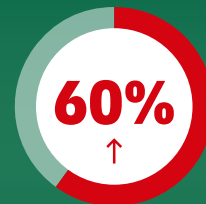
have subscribed to an online retailer's email newsletter to receive discounts or rewards. This is higher than the global average of 59%.

How important is sustainability to Thai shoppers?

Sustainability is important to many consumers in this market and they are more willing than other countries to pay for more sustainable options.



say sustainability is important to them when shopping online.



want to know how climate-friendly their delivery is.



would always choose to pay more for more sustainable packaging.



Interested in finding out more?



Read our series of Online Shopper Trends Reports for data and insights that can support business growth in new or existing markets.



E-Commerce Trends Report

Why do online shoppers really abandon their baskets?



Cross-Border Buying Report

Why are online shoppers buying from other countries (and how can you sell to them)?



Online Purchasing Behavior Report

What's driving shoppers to spend and subscribe online?



Beyond the Basket Report

What's really influencing the buying decisions of social, sustainable and cross-border shoppers?



Delivery & Returns Report

How can businesses create a seamless delivery & returns experience?



Country Reports

Want to know what matters most to shoppers in a specific country?

LET US HELP GROW YOUR BUSINESS

At DHL eCommerce, we can help you expand within and beyond borders. Discover how our best-in-class products can support your business.