

BUSINESS RESEARCH

# THAI ECONOMIC AND FINANCIAL UPDATE

for May 2024

# Highlight:

The Thai economy is decelerating due to a slowdown in domestic demand and the tourism sector after a strong acceleration in the previous period. In addition, factors supporting temporary purchasing power from the Easy E-receipt tax reduction measure have ended. Exports contracted mainly due to a decline in exports of manufactured goods. Private investment declined due to a slowdown in imports of capital goods and a slowdown in the number of commercial vehicle registrations. Government spending contracted due to the delay in the preparation of the 2024 annual budget.



#### **Private Consumption**

Seasonally adjusted private consumption indicators contracted from the previous month, in line with a decline in spending in all product categories, with the non-durable goods category declining following the end of the Easy E-receipt scheme. The durable goods category continued to decline after sales of passenger cars and motorcycles, largely due to cautious lending by financial institutions.

8.5 6.7 7.7 5.8 4.9 0.8 1.6 -0.6 -0.8 2022 2023 1H'23 2H'23 4Q'23 1Q'24 Feb-24 Mar-24 Mar-24\* Note:\*%MoM is calculated from seasonally adjusted data.

Farm Income

Farm income increased compared to the same period last year due to an increase in the prices of major agricultural products. However, agricultural production declined because of El Niño, which caused more severe drought than usual

arought than usuat.									
ltem (%YoY)		Farm		Agricu	ıltural	Agricultural			
		Income		Price		Production			
		Feb-24	Mar-24	Feb-24	Mar-24	Feb-24	Mar-24		
	Agriculture		2.5	5.5	7.4	-5.9	-4.6		
A S	Paddy	3.3	6.0	13.7	10.6	-9.1	-4.2		
2	Sugarcane	11.2	2.1	26.9	28.6	-12.3	-20.6		
A	Cassava	-9.2	-6.3	7.7	-0.7	-15.7	-5.6		
	Rubber	46.8	67.7	47.8	70.7	-0.7	-1.8		
*	Palm kernel	_0 1	-17	16.0	-1.6	-21 Q	-3.1		

#### Private Investment

Seasonally adjusted private investment contracted from the previous month. Investment in machinery and equipment declined due to imports of capital goods and commercial vehicle registrations. Meanwhile, investment in the construction category continued to decline as sales of

2022 2023 1H'23 2H'23 4Q'23 1Q'24 Feb-24 Mar-24 Mar-24\*
Note:\*%MoM is calculated from seasonally adjusted data.

MPI and Capacity Utilization (Cap-U)

## Seasonally adjusted manufacturing production index

continued to fall as production of major product categories declined. Automobiles declined due to domestic auto sales. In the food sector, sugar production declined due to reduced sugarcane production as a result of the drought.

	MPI (9	0101)		2023	1Q24	Feb-24	iviar-24	%IVIO	)IVI
	Overa	ll mpi		-3.8	-3.7	-2.8	-5.1	-2.8	<b>*</b>
	Autom	otives		0.8	-16.3	-16.3	-22.1	1.	.2
100	Petrole	eum		8.6	2.1	8.4	5.3	7.	.1
	Food F	roducts		-2.4	-0.26	-0.8	-0.7	-4.	.3
Note:*%MoM Overall MPI is calculated from seasonally adjusted data.									
Capacity Utilization Rate Unit: %									
63.6	59.6	64.2	60.	5	63.2	59.8	66.7	62.4	,-
2022	2023	3M23	3M24		Feb-23	Feb-24	Mar-23	Mar-24	
Note: MPI stands for Manufacturing Production Index									

### Exports

- In March, Thai exports reversed course to contract by 10.9%YoY after several consecutive months of expansion. This was due to the decline in exports from many major trading partners such as ASEAN, China, Europe and Japan, partly due to the delayed economic recovery of trading partners, and the global economy is still affected by rising interest rates coupled with geopolitical conflicts.
- Overall, exports contracted by 0.2%YoY in the first quarter of 2024, with declines in key export goods such as electronics, rubber products, petrochemicals, chemicals, natural rubber, and cassava.

Market	Share (%)	Jan-Ma	r 2024	Mar-24		
Market	Jan-Mar 24	USD Mn	%YoY**	USD Mn	%YoY**	
Total	100.0	70,995	-0.2	24,961	-10.9	
ASEAN	24.4	17,291	-0.5	5,643	-15.7	
U.S.A.	17.8	12,603	9.9	4,635	2.5	
China	10.4	7,350	-5.1	2,795	-9.7	
EU	9.7	6,904	0.4	2,507	-3.2	
Japan	8.3	5,885	-9.0	2,023	-19.3	
Australia	4.6	3,277	24.8	1,084	15.4	
Commodity Price		Jan-Ma	r 2024	Mar-24		
& Excha	nge Rate	USD Mn	%YoY	USD Mn	%YoY	
Dubai oil pri	Dubai oil price (USD/bbl)		2.5	84.7	-0.0	
Gold price (l	JSD/troy oz)	2,071.8	9.7	2,158.0	9.1	
Exchange rat	e (THB/USD)	35.7	5.2	36.0	4.2	
NEER index		118.8	-1.3	118.1		

#### Domestic Vehicle Sales

In March, car sales fell 29.8%YoY due to falling sales of both passenger cars and commercial vehicles. The main factor is the cautious lending by financial institutions due to loan quality concerns, coupled with high interest rates and household debt problems, which are affecting consumers' purchasing power. This includes the slowdown in private sector investment, which has affected sales of commercial vehicles. However, the SUV segment can still expand well due to increasing demand for vehicle versatility.

Domestic vehicle sales, 3M2024

# Total Vehicle Sales Market Share By Brand 1 Toyota Hilux 2 Isuzu D-Max 15.3% 14.9% 163,756 Units -24.6%YoY Domestic car sales in the first

Domestic car sales in the first quarter of 2024 were 163,756 units, down 24.6%YoY, which is still mostly due to a decline in commercial vehicle sales, especially the 1-ton pickup truck group. The brand with the highest market share remains Toyota, followed by Honda and Isuzu. In terms of car models, the Toyota Hilux is the best-selling model with a market share of 15.4%, followed by the Isuzu D-Max with 13.9% and the Toyota Yaris ATIV with 9.2%.

4.6%	(5) Yaris	Cross	6.0%			
Domestic Vehicle	Jan-Mai	2024	Mar-24			
Sales by Body Type	Unit	%YoY	Unit	%YoY		
Passenger car	65,615	-15.4	22,342	-25.1		
Commercial car	98,141	-29.7	33,757	-32.6		
Pickup 1 ton	46,611	-44.0	16,212	-45.3		
SUV	34,014	21.9	11,387	12.4		
Other	17,516	-38.2	6,158	-40.5		
Overall	163,756	-24.6	56,099	-29.8		

15.4%

13.9%

9.2%

6.6%



#### Tourism

The number of foreign tourists slowed down in March compared to the previous month as the number of tourists from Muslim countries declined due to the start of Ramadan. In particular, Malaysian and Middle Eastern tourists declined sharply. This was coupled with a slowdown in the number of Chinese tourists after an acceleration during the long Chinese New Year holiday. However, the number of European tourists increased due to an increase in British and German tourists.

#### International tourist arrivals, 3M2024



In March, the average hotel occupancy rate nationwide was 71.7%, down from the previous month, in line with the overall slowdown in tourist arrivals. The region with the highest occupancy rate is the Southern Region, followed by Bangkok and the Eastern Region. Regions with marine tourism attractions continue to have high occupancy rates. This is due to the high season for marine tourism and the summer break for educational institutions in Thailand.

North Northeast 70.3% 64.6%

Central & West 64.7% BKK
South 82.0%

Sources: NESDC, Toyota, FTI, and MOTS

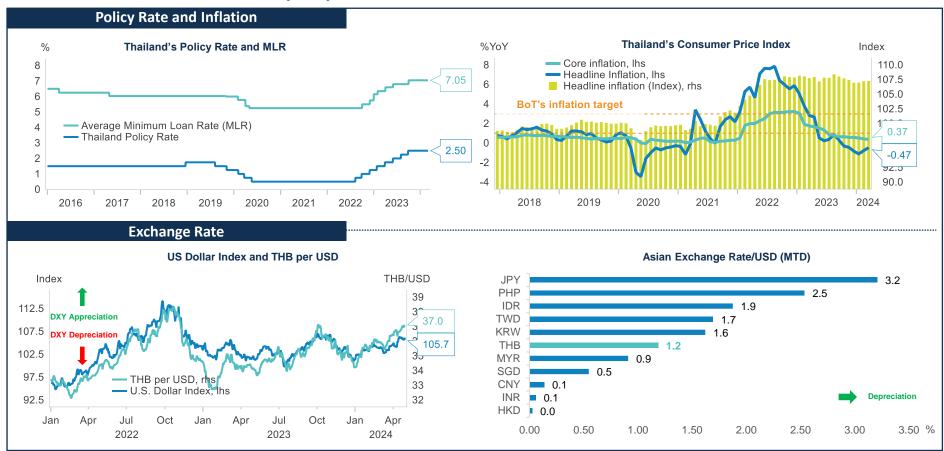
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M. San annual anti-	Share	Jan-Mar 24 Mar-24		24				
Major products	Feb 2024 (%)	USD million	%YoY*	USD million	%YoY*		Ori	
Total exports	100.0	70,995	-0.2	24,961	-10.9		011	<u> </u>
Agriculture	8.9	6,291	6.8	2,197	0.1	of C	book	
- Rice	2.3	1,611	43.2	485	30.6	30.6		S
- Rubber	1.7	1,191	24.9	445	36.9	Бал Ман	0004	
- Tapioca	1.3	939	-20.8	383	-16.7	For May	2024	
- Fruits	1.0	693	-16.0	225	-38.7			
- Fishery	0.6	397	16.4	147	5.5	Products	Mar-2	
Agro-industrial	7.9	5,589	-6.0	2,103	-9.9		USD million	%YoY*
- Prepared or preserved seafood	1.3	894	4.7	314	1.5	Automotive	3,714	-6.7
- Cane sugar and molasses	1.1	776	-35.7	282	-45.4	- Passenger car	1,089	-11.3
- Wheat products and other food preparations	0.9	645	6.9	240	7.9	- Pick up and trucks	749	-21.0
- Beverages	0.8	543	6.1	196	-0.9	- Motorcycle	363	-8.1
Manufacturing	79.8	56,646	-0.3	19,814	-12.3	- Spark-ignition reciprocating internal		
- Automotive	14.2	10,057	-6.6	3,714	-6.7 <b>-</b>	combustion	450	29.5
- Electronics	16.3	11,549	5.3	4,206	-8.4 <b>-</b>	- Parts & accessories 861		-5.1
- Electrical appliances	10.4	7,384	-4.9	2,679	-8.8		Mar-2	4
- Precious stones and jewelry	5.8	4,115	-3.2	1,083	-52.5	Products	USD million	%YoY*
- Unwrought gold	2.3	1,601	-16.1	392	-75.0	→ Electronics	4,206	-8.4
- Rubber products	4.7	3,337	-2.8	1,175	-6.9	- Computer parts	1,990	-11.8
- Petro-chemical products	2.9	2,090	-6.1	726	-13.7	- HDD	900	-36.2
- Chemicals	2.6	1,870	-9.1	675	-10.9	- Flectronic integrated circuits		-18.2
- Machinery & equipment	3.1	2,178	1.9	773	1.3	3		24.4
- Apparels & Textile	2.2	1,529	1.1	543	-2.2	- Semi-conductor devices, transistors,	539	24.4
- Metal & steel	3.1	2,234	36.9	556	-7.6	diodes	391	-16.1
Mining & Fuel	3.5	2,470	-2.4	847	-5.0	aloues	371	10.1
H BANK   Wee	Source: MOC (*C	Custom Basis)					4	













# 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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