

BUSINESS RESEARCH

# THAI ECONOMIC AND FINANCIAL UPDATE

for January 2024

# Highlight:

The Thai economy continues to recover, driven by domestic demand from both private consumption and private investment. In addition, the service sector has improved, mainly due to the increase in foreign tourists. Meanwhile, exports increased in some categories, particularly exports of electronic products such as hard disk drives to the US and Hong Kong. Inflation has also moderated due to lower energy and fresh food prices.



### **Private Consumption**

Private consumption increased slightly due to a rise in consumption of non-durable goods, partly as a result of government measures to reduce the cost of living. Meanwhile, spending on durable goods declined in all components. particularly in commercial vehicles. Spending on services remained stable, in line with the continued expansion of the tourism sector. Unit: %YoY 8.3 0.8 2H'22 1H'23 3O'23 Oct-23 Nov-23 Nov-23\*

### Farm Income

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

Farm income declined both in terms of production and prices due to the impact of the drought problem, especially in the production of paddy rice and fruits. Prices fell due to the price of livestock, especially pigs.



### Private Investment

Private investment increased from the previous month, according to the expansion of investment in machinery and equipment, particularly from imports of capital goods and domestic machinery sales, especially in the category of computers and peripherals. However, the construction

category decreased from the area permission for construction and sales of construction materials. Unit: %YoY 1.8 30'23 Oct-23 Nov-23 Nov-23' Note: \* MoM is calculated from seasonally adjusted data.

### MPI and Capacity Utilization (Cap-U) Industrial production declined from the previous

month. This follows a decline in production in many major product categories, particularly in the food and beverages, automobiles, and chemicals.



Note: MPI stands for Manufacturing Production Index

### **Exports**

- In November, Thailand's exports expanded by 4.9%YoY for the fourth consecutive month as major export markets, especially ASEAN and the US. Export products that expanded well included rice, rubber, electrical transformers and components, telephones and equipment, semiconductor devices, etc.
- In 11M2023. Thai exports still declined by 1.7%YoY due to exports to major trading partners that are still shrinking, including ASEAN, China and EU. Major products that are still shrinking include rubber, cassava, processed seafood, plastic pellets and chemicals, etc.

Market	Share (%)	Jan-Nov	2023	Nov-23		
Market	Jan-Nov 23	USD Mn	%YoY	USD Mn	%YoY	
Total	100.0	261,770	-1.5	23,480	4.9	
ASEAN	23.5	61,542	-8.1	5,728	4.0	
U.S.A.	16.9	44,291	1.6	4,271	17.5	
China	12.0	31,533	-1.1	2,583	-3.9	
EU	9.1	23,856	-3.1	2,074	-6.6	
Japan	8.8	22,945	0.4	2,110	4.3	
Australia	4.2	11,001	7.3	1,097	18.3	
Commodity Price		Jan-Nov	2023	Nov-23		
& Excha	nge Rate	Price	%YoY	Price	%YoY	
Dubai oil pri	ce (USD/bbl)	82.4	-16.7	83.5	-3.3	
Gold price (l	JSD/troy oz)	1,935.1	7.5	1,984.1	15.0	
Exchange rat	nge rate (THB/USD)		-0.9	35.5	-2.6	
NEER index		119.8	3.9	119.8	3.3	



### Domestic Vehicle Sales

In November, total vehicle sales were down 9.8%YoY due to a decline in commercial vehicle sales of 1-ton pickup trucks, which continued to fall for the 13th consecutive month. This is partly due to the purchasing power of the agricultural sector, which has yet to recover. In addition, rising interest rates are causing consumers to postpone car purchases, and high household debt levels have led to tightening by financial institutions. However, passenger car sales continue to grow due to the popularity of electric cars.

Domestic venicle sales, 11M2023						
Total Vehicle Sales	Market Share By Brand			By Model		
	(4)	ISUZU		1 Isuzu D-Max	17.2%	
		20.0%	11.9%	2 Toyota Hilux	15.5%	
	34.1%	20.0%	11.5%	3 Toyota Yaris ATIV	7.4%	
707,454 Units	For	MITSUB	SHI	4 Honda City	5.9%	
-7.7%YoY	4.8			5 Ford Ranger	3.9%	

In 11M2023, domestic vehicle sales totaled 707,454 units, down 7.7%YoY, mainly due to lower purchases of 1-ton pickups. However, by vehicle model, the pickup segment remains the best-selling vehicle. The Isuzu D-Max holds the highest market share with 17.2%, followed by the Toyota Hilux with 15.5% and the Toyota Yaris ATIV with 7.4%.

Domestic Vehicle	Jan-Nov	2023	Nov-23		
Sales by Body Type	Unit	%YoY	Unit	%YoY	
Passenger car	266,365	10.8	24,567	21.2	
Commercial car	441,089	-16.2	37,054	-22.8	
Pickup 1 ton	222,768	-36.9	17,853	-38.8	
SUV	101,127	38.7	11,220	42.0	
Other	117,194	16.7	7,981	-27.0	
Overall	707,454	-7.7	61,621	-9.8	



### Tourism

Foreign tourist arrivals in November continued to grow at a better rate than the previous month, with an increase in the number of tourists from many nationalities, especially Chinese tourists who partly benefited from the visa exemption measures, Japanese tourists who came during the Labor Appreciation Day holiday, and European tourists, especially from the UK, who started to travel during the winter holidays. As a result, a total of 24.8 million foreign tourists visited Thailand in the first 11 months, an increase of 181.5% YoY.

International tourist arrivals, 11M2023



+181.5%YoY +192.8%YoY 10.3%

The average hotel occupancy rate increased nationwide in November. As a result, the average occupancy rate for the first 11 months of the year was 68.0%, with the region with the highest occupancy rate being Bangkok, followed by the Southern Region and the Eastern Region. This increase was in line with the increase in foreign tourists entering the tourist season, especially in luxury (4-5 star) hotels in the Bangkok and Phuket areas.

North Northeast 59.7%

Central & West 59.0%

South BKK

71.2%

Occupancy Rate, 11M2023





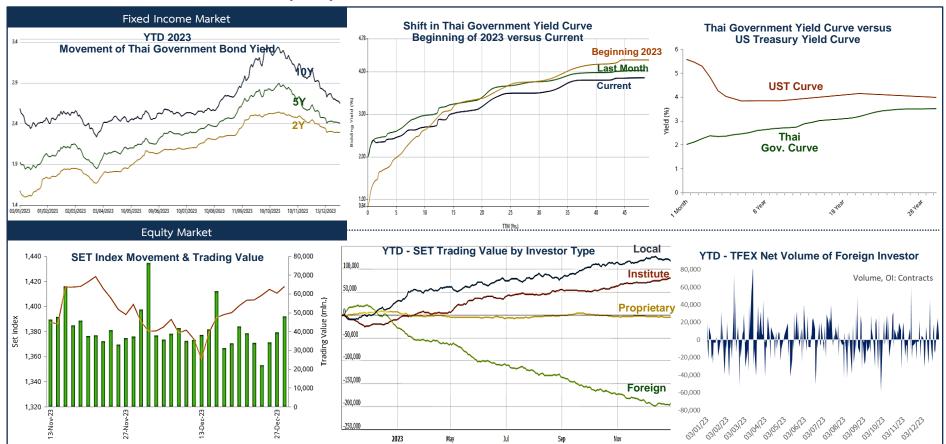
Sources: NESDC, Toyota, FTI, and MOTS

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76.3%

Major and dust	Share	Jan-No	v 23	Nov-23		Nov-23				L
Major products	Jan-Nov 2023 (%)	USD million	%YoY	USD million	%YoY	<b>E</b> XDORT		ľ '		
Total exports	100.0	261,770	-1.5	23,480	4.9		<b>O</b>	<u> </u>		
Agriculture	9.5	24,929	0.9	2,129	7.7	O \$ (	2004			
- Rice	1.8	4,612	29.6	637	67.9		Good	S		
- Rubber	1.3	3,342	-31.5	362	14.5		2222			
- Tapioca	1.3	3,518	-13.1	260	-12.8	For Nov	/ 2023	I		
- Fruits	2.5	6,653	26.6	241	-26.9					
- Fishery	0.5	1,406	-9.1	129	-6.6	Products	Nov-23			
Agro-industrial	7.9	20,788	-2.1	1,775	1.7		USD million	%YoY		
- Prepared or preserved seafood	1.2	3,195	-9.2	327	2.5	Automotive	3,345	-5.1		
- Cane sugar and molasses	1.3	3,353	8.9	172	-9.9	- Passenger car	978	-13.9		
- Wheat products and other food preparations	0.9	2,234	-3.3	214	-4.7	- Pick up and trucks	643	-19.7		
- Beverages	0.7	1,877	2.3	162	0.3	- Motorcycle	313	-5.6		
Manufacturing	78.5	205,487	-1.5	18,553	3.4	- Spark-ignition reciprocating internal	464	40.5		
- Automotive	14.4	37,676	9.1	3,345	-5.1	combustion				
- Electronics	16.1	42,071	2.8	4,064	10.9	- Parts & accessories	852	6.1		
- Electrical appliances	10.1	26,559	-2.1	2,233	-7.6		Nov-2	22		
- Precious stones and jewelry	5.3	13,815	-5.0	958	10.2	Products				
- Unwrough gold	2.1	5,563	-20.9	250	38.0		USD million	%YoY		
- Rubber products	4.6	12,159	-5.1	1,122	0.7	► Electronics	4,064	10.9		
- Petro-chemical products	3.1	8,226	-18.0	692	-10.7	- Computer parts	1,587	10.3		
- Chemicals	2.9	7,470	-16.6	693	-0.6		678	-0.9		
- Machinery & equipment	3.1	8,089	0.1	776	15.3	- Electronic integrated circuits	763	-6.6		
- Apparels & Textile	2.1	5,550	-12.7	498	-7.1	- Telecommunication	629	19.4		
- Metal & steel	2.4	6,311	-2.7	737	42.2		491	40.5		
Mining & Fuel	4.0	10,566	-4.5	1,023	42.5	transistors, diodes				
LH BANK   We care	Source: N	MOC						4		

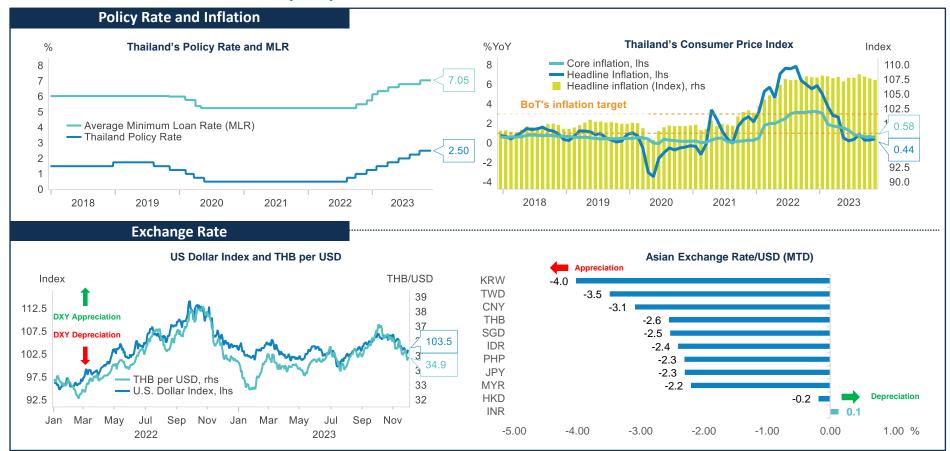
## **Thai Financial Market Data (1/2)**







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







# End of Presentation

### Disclaimer

ข้อมูล บทวิเคราะห์ และการแสดงความคิดเห็นต่าง ๆที่ปรากฏอยู่ในรายงานฉบับนี้ ได้จัดทำขึ้นบนพื้นฐานของแหล่งข้อมูลที่ได้รับมาจากแหล่ งข้อมูลที่เชื่อถือได้ เพื่อใช้ประกอบการ วิเคราะห์ภาวะเศรษฐกิจและอุตสาหกรรมซึ่งเป็นเอกสารภายในของธนาคารแลนด์ แอนด์ เฮ้าส์ จำกัด (มหาชน) เท่านั้น ทั้งนี้ธนาคารฯ จะไม่รับผิดชอบความเสียหายใด ๆทั้งปวงที่ เกิดขึ้นจากการนำข้อมูล บทวิเคราะห์ การคาดหมาย และความคิดเห็นต่าง ๆ ที่ปรากฏในรายงานฉบับนี้ไปใช้ โดยผู้ที่ประสงค์จะนำไปใช้ต้องยอมรับความเสี่ยง และความเสียหายที่อาจ เกิดขึ้นเองโดยลำพัง



