

BUSINESS RESEARCH

# THAI ECONOMIC AND FINANCIAL UPDATE

for September 2023

### Highlight:

The Thai economy continued to recover as domestic spending increased in both public and private investment. Private consumption increased in services and consumer spending, in line with the rising number of tourists. However, the value of merchandise exports declined due to slower demand from trading partners.



#### **Private Consumption**

Seasonally adjusted private consumption indicators rose from the previous month, according to spending on services, hotels, restaurants and consumer goods. This is in line with the increasing number of tourists and the effect of long holidays. The factors supporting purchasing power were partly due to an improvement



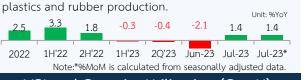
# Farm Income Agricultural income continued to decline due to lower

prices for major products, namely rubber, palm oil and swine. Agricultural production expanded from a low base in the previous year, particularly for durian and swine.

l.	in the previous year, particularly for durian and swine.									
	Item (%YoY)  Agriculture		Farm Ir	ncome	Agricultural Agricul					
			Jun-23	Jul-23			Jun-23			
			-5.0	-1.1	-6.0	-3.7	1.0	2.7		
	A S	Paddy	34.1	5.8	8.1	12.0	24.1	-5.5		
		Rubber	-26.5	-22.5	-27.7	-23.3	1.6	1.0		
		Durian	-1.9	41.0	19.1	10.6	-17.6	27.5		
	營	Palm kernel	-44.9	-22.3	-43.9	-20.7	-1.8	-2.0		
	5	Swine	-15.1	-22.5	-22.0	-29.5	8.8	9.9		

#### Private Investment

Seasonally adjusted indicators of private investment rose from the previous month, as investment in construction increased on the back of higher sales of building materials and an increase in the area permitted for building for all purposes. This included investment in machinery and equipment, which increased in line with sales of machinery for



## MPI and Capacity Utilization (Cap-U)

Manufacturing production increased from the previous month, mainly in the automotive and rubber & plastic industries, due to increases in commercial vehicles and tires. However, the MPI for hard disk drives and electrical appliance declined.

	MPI (%YoY)	2022	1H23	Jun-23	Jul-23	%МоМ			
	Overall MPI	0.4	-4.6	-5.0	-4.4	1.7*			
	Automotive	11.5	6.2	3.1	4.4	3.0			
	Rubbers and plastics	-1.1	-7.1	-10.9	-7.9	3.0			
9	Hard disk drive	-29.1	-34.0	-20.7	-39.1	-44.4			
Note:*%MoM Overall MPI is calculated from seasonally adjusted data.									
	Capacity Utilization Rate 2022 2023 Unit: 9								
6	3.5 60.4 62.5 60	).3	62.6 <sub>59</sub>	0.2	60.8 5	8.2			
	7M May		Jun		Jul				

#### Exports

- Exports continued to fall in July, by 6.2%YoY, as demand from almost all major trading partners declined, reflecting the slowdown in demand from trading partners due to economic conditions and geopolitical issues.
   In 7M2023. Their exports declined by 5.586YoY, to USD.
- In 7M2023, Thai exports declined by 5.5%YoY to USD 163.3 bn. Major markets with declining exports include ASEAN, the US, China, Europe, Japan, and the Middle East, while markets with potential for expansion include Australia. There have been significant declines in electronics, agricultural and petrochemical product

Market	Snare (%)	Jan-July	2023	July	-23		
Market	Jan-July 23	USD Mn	%YoY	USD Mn	%YoY		
Total	100.0	163,314	-5.5	22,143	-6.2		
ASEAN	23.6	38,579	-11.7	4,978	-21.8		
U.S.A.	16.5	26,906	-3.0	3,778	0.9		
China	12.5	20,443	-3.7	2,677	-3.2		
EU	9.5	15,468	-1.0	2,083	-4.8		
Japan	8.9	14,456	-1.3	1,940	-1.7		
Australia	3.9	6,436	0.4	995	2.7		
Commodity Price		Jan-Jun	2023	Jun-23			
& Excha	nge Rate	Price	%YoY	Price	%YoY		
Dubai oil price (USD/bbl)		79.0	-23.5	80.5	-24.4		
Gold price (USD/troy oz)		1,935.8	4.4	1,951.0	12.6		
Exchange rate (THB/USD)		34.3	0.5	34.6	-4.7		
NEER index		120.1	3.7	120.2	6.7		





#### Domestic Vehicle Sales

In July, total vehicle sales fell by 8.8%YoY due to a decline in sales of commercial car in the 1-ton pickup, which continued to fall for the tenth consecutive month. As a result of the high level of household debt, financial institutions are strict in lending, and consumer purchasing power is recovering slowly due to rising interest rates and falling exports. Passenger car sales continue to expand, due to increased sales of electric cars.

#### Domestic vehicle sales, 7M2023

4.8%

Total Vehicle Sales					
464,550 Units					
-5.5%YoY					

#### Market Share By Brand ISUZU

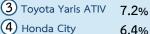








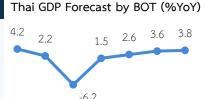


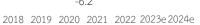


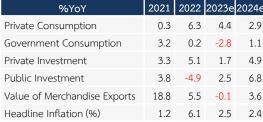
(5) Ford Ranger 4.1%

In 7M2023, domestic car sales						
totaled 464,550 units, down						
<b>5.5%YoY,</b> mainly due to a decline						
in sales of 1-ton pickup. Toyota has						
the largest share of the car market,						
followed by Isuzu and Honda. The						
best-selling car model is the Isuzu						
D-Max with a share of 19.2%,						
followed by the Toyota Hilux with						
16.1% and the Toyota Yaris ATIV						

Domestic Vehicle	Jan-Jul	2023	Jul-23		
Sales by Body Type	Unit	Unit %YoY		%YoY	
Passenger car	170,598	10.0	22,511	17.1	
Commercial car	293,952	-12.6	35,908	-19.9	
Pickup 1 ton	169,994	-25.5	20,309	-31.9	
SUV	61,224	26.5	7,323	2.5	
Other	62,734	5.0	8,276	5.4	
Overall	464,550	-5.5	58,419	-8.8	







Note: Data as of May 2023

#### Tourism

Foreign tourist arrivals in 7M2023 continued to grow by 379%YoY to a total of 15.4 million people, with Malaysian tourists accounting for the largest number, followed by China, South Korea, India and Russia, respectively. The increase in Russian tourists was partly due to an increase in the number of international flights. In July, the number of Chinese tourists peaked at 0.41 million people, bringing the 7-months total to 1.85 million people.

#### International tourist arrivals, 7M2023



The average hotel occupancy rate nationwide in 7M2023 was 68.3%, an improvement from the same period last year, following the increase in the number of both Thai and foreign tourists. The region with the highest occupancy rate was Bangkok, followed by the South, the East, the North, the Central and the Northeast.

Occupancy Rate, 7M2023 Northeast North 61.3%

South

72.4%

58.5% Central & West East exc. BKK 59.4% 69.7%

BKK

76.7%

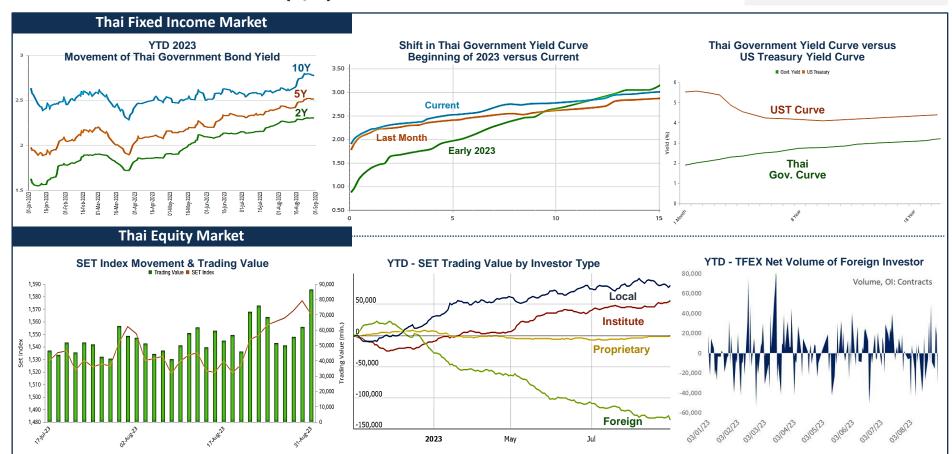


with 7.2%.

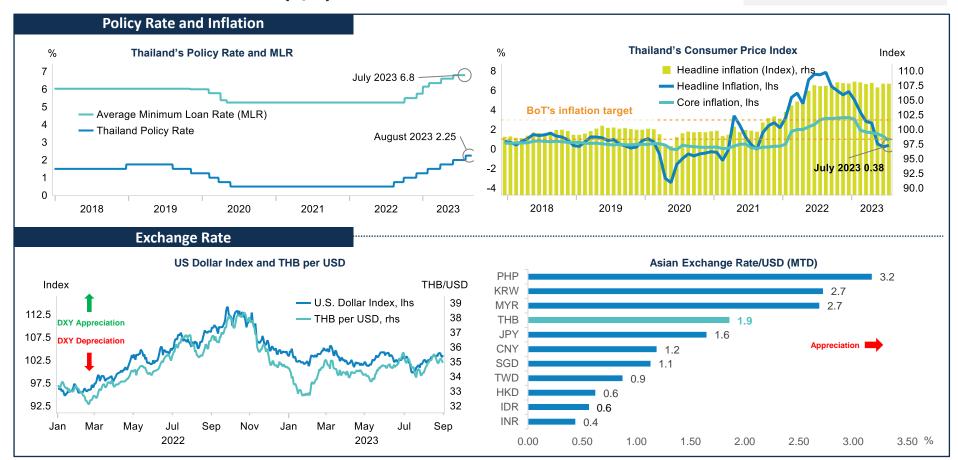


Sources: NESDC, Toyota, FTI, and MOTS

	Jan-Jul 2023 (%)	USD million	0/3/-3/						
=	100.0		%YoY	USD million	%YoY		Ort		
Total exports	100.0	163,314	-5.5	22,143	-6.2		011		
Agriculture	9.8	16,039	-3.8	2,162	-7.7		2004		
- Rice	1.6	2,568	20.6	344	18.8		Good	S	
- Rubber	1.2	2,040	-38.7	293	-37.8	The second section 1	0000		
- Tapioca	1.4	2,302	-17.6	269	-7.7	For Jul 2023			
- Fruits	3.0	4,875	16.8	672	5.3				
- Fishery	0.5	878	-7.9	119	-16.0	Products	Jul-23	Jul-23	
Agro-industrial	8.3	13,581	-3.7	1,823	-11.8	. roducis	USD million	%YoY	
- Prepared or preserved seafood	1.2	1,980	-10.9	284	-12.9	Automotive	3,494	18.8	
- Cane sugar and molasses	1.6	2,617	17.6	280	-30.5	- Passenger car	1,138	37.4	
- Wheat products and other food preparations	0.8	1,383	-5.2	194	-8.1	- Pick up and trucks	744	24.4	
- Beverages	0.8	1,246	5.1	179	4.7	- Motorcycle	271	10.8	
Manufacturing	78.1	127,554	-5.0	17,364	-3.4	- Spark-ignition reciprocating internal	368	-1.5	
- Automotive	13.9	22,686	6.8	3,494	18.8	combustion	300	1.5	
- Electronics	15.7	25,658	1.6	3,426	2.5	- Parts & accessories	868	11.1	
- Electrical appliances	10.6	17,384	-0.0	2,254	-4.7		Jul-23		
- Precious stones and jewelry	5.1	8,318	-15.4	807	-25.3	Products	USD million	%YoY	
- Unwrough gold	2.1	3,384	-36.6	221	-53.7	→ Electronics	3,426	2.5	
- Rubber products	4.8	7,852	-6.5	1,069	-6.2	- Computer parts	1,096	-24.2	
- Petro-chemical products	3.2	5,234	-23.5	732	-15.8	- HDD	355	-46.3	
- Chemicals	2.9	4,796	-19.8	572	-30.6	- Electronic integrated circuits	756	3.2	
- Machinery & equipment	3.0	4,953	-4.5	721 6.0		- Telecommunication	543	40.4	
- Apparels & Textile	2.2	3,527	-14.5	488	-15.3	- Semi-conductor devices, transistors,	5 75	10.4	
- Metal & steel	2.4	3,917	-9.4	573	3.0	diodes	444	82.9	
Mining & Fuel	3.8	6,140	-20.6	794	-35.7				
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# 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





