

BUSINESS RESEARCH

THAI ECONOMIC AND FINANCIAL UPDATE

for June 2025

Highlight:

Thailand's economy in April improved from the previous month, driven by increased manufacturing to restock inventories after earlier exports, and growth in related services like trade and transport. Private investment, especially in machinery and equipment, and government spending also expanded. However, the tourism sector and private consumption decreased from the previous year, while merchandise exports increased.



Private Consumption

Seasonally adjusted private consumption indicators declined from the previous month, mainly due to lower spending on hotels and restaurants. Sales of durable goods increased due to higher car sales, while sales of non-durable and semi-durable goods increased slightly. Consumer confidence continued to decline due to concerns over U.S. trade policy, slower tourism, and high household debt. 2.8

2024 1H'24 2H'24 4Q'24 1Q'25 Mar-25 Apr-25 Apr-25*

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

Farm Income

Farmers' income declined year-on-year, mainly due to lower agricultural prices. White rice was affected by increased global supply, durian by slower exports, rubber and sugarcane by higher output, and cassava by reduced

demand from China.								
Item (%YoY)		Farm Income		Agricultural Price		Agricultural Production		
				5 Mar-25 Apr-25 M				
		Mar-25	Apr-25	Mar-25	Apr-25	Mar-25	Apr-2	
Agriculture		3.8	-5.0	-3.4	-10.6	7.4	6.2	
事事	Paddy	12.2	12.9	-9.6	-9.8	24.1	25.2	
	Sugarcane	-3.0	-12.9	-21.9	-21.9	24.2	11.5	
	Cassava	-44.9	-46.7	-43.3	-42.2	-2.9	-7.8	
	Rubber	-4.5	-10.5	-12.0	-15.6	8.5	6.1	
Ó	Durain	95.0	-29.5	33.6	-27.6	46.0	-2.7	

Private Investment

Seasonally adjusted private investment indicators

rose from the previous month, led by growth in machinery and equipment, especially imports of computers, office equipment, and electrical devices, along with increased vehicle investment from higher car registrations and more investment in airplanes, ships, and locomotives. Construction remained stable, with residential building improving and non-residential construction declining due to fewer hotel projects.

2024 1H'24 2H'24 4Q'24 1Q'25 Mar-25 Apr-25 Apr-25* Note: *% MoM is calculated from seasonally adjusted data. MPI and Capacity Utilization (Cap-U) Seasonally adjusted industrial output increased from

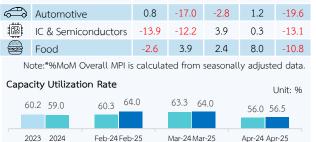
beverages, and air conditioners, although some sectors, such as electronic circuits, declined after previous production surges. MPI (%YoY) Mar-25 Apr-25 %MoN

0.0

1.9

2.9*

the previous month, especially in automobiles, food and



Exports In April 2025, Thailand's export value was 25.63

- billion USD, down 13.3%MoM but up 10.2%YoY, driven by accelerated exports to major markets such as the US, ASEAN, India, the EU, Japan, and China. Key growing products included computers, gems, electronic circuits, sugar, and rubber. 2025, exports totaled 107.16 billion USD, expanding
- 14.0%YoY. Main growth products were industrial and agro-industrial goods, especially computers and equipment to the US and China, sugar to Indonesia, and gems and jewelry to India.

73.4

339

127.2

2.951.3

-12.1

38.1

-57

7.6

Market	Share (%)	Jan-Apı	Apr			
Market	Jan-Apr 2025	USD Mn	%YoY**	USD Mn		
Total	100.0	107,157	14.0	25,625		
ASEAN	22.3	23,843	7.5	6,049		
U.S.A.	19.5	20,849	25.0	5,041		
China	na 11.5		14.3	3,549		
EU	9.1	9,783	7.3	2,378		
Japan	7.1	7,649	1.3	1,764		
India 5.5		5,934	70.5	983		
Commodity Price		Jan-Apı	Apr			
& Exch	ange Rate	Price	%YoY	Price		

Dubai oil price (USD/bbl)

Gold price (USD/troy oz)

Exchange rate (THB/USD)

NEER index



Note: MPI stands for Manufacturing Production Index

Overall MPI

Apr-25

3.217.6

337

125.9

Apr-25

D Mn | %YoY*

10.2

15.0

23.8

3.2

7.4

5.5

10.2

-25.2

38.0

-83

7.8

Domestic Vehicle Sale

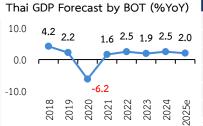
In April 2025, car sales grew by 1.0%YoY, rebounding from a low base after over 22 months of continuous decline. The recovery was led by passenger cars, which increased by 3.6%, and commercial vehicles, particularly SUVs, which surged by 34.8% and outsold one-ton pickup trucks, which continued to decline by 21.1%. The ongoing decline in pickup sales was attributed to persistent weak household purchasing power, high living costs, elevated household debt, and stricter lending standards. Meanwhile, BEV registrations continued to grow.

Domestic vehicle sales, 4M2025

Total Vehicle Sales	Market Share By Brand	By Model		
	ISUZU (V)	1 Toyota Hilux 11.6%		
	HONDA	2 Isuzu D-Max 10.9%		
	37.6% 12.9% 12.3%	3 Toyota Yaris ATIV 8.9%		
200,386 _{Units}	⇒-r⊃ MITSUBISHI	4 Yaris Cross 6.6%		
-4.8%YoY	8.3% 4.4%	5 Honda City 5.9%		

In 4M2025, domestic car sales totaled 200,386 units, down **4.8%YoY.** Sales of passenger cars and commercial vehicles, especially pickups, continued to decline. However, the SUV segment expanded due to consumer popularity and adaptations by car manufacturers. Toyota held the highest market share at 37.6%, followed by Isuzu and Honda. The best-selling model was the Toyota Hilux with an 11.6% share, followed by the Isuzu D-Max and Toyota Yaris ATIV.

	Domestic Vehicle	Jan-Apr	2025	Apr-25		
У	Sales by Body Type	Unit	%YoY	Unit	%YoY	
	Passenger car	76,151	-8.1	17,917	3.6	
	Commercial car	124,235	-2.6	29,276	-0.6	
	Pickup 1 ton	51,392	-15.3	11,017	-21.7	
	SUV	51,037	16.5	13,198	34.8	
d .	Other	21,806	-5.6	5,061	-9.5	
.	Overall	200,386	-4.8	47,193	1.0	





Tourism

In April 2025, Thailand welcomed 2.55 million international tourists, down 7.6%YoY and 6.4%MoM, mainly due to declines in visitors from China, Malaysia, and South Korea. However, arrivals from India, Russia, and Europe increased, supported by the European Easter holidays. Tourism revenue rose as long-haul travelers from the Middle East and Europe spent more per trip. In 4M2025, cumulative foreign arrivals totaled 12.10 million, down 0.3%YoY, with growth in Russian, Indian, and European tourists offsetting declines from China and Malaysia. Total tourism revenue reached 600 billion baht, up 2.6%YoY.

International tourist arrivals, 4M2025



In April 2025, the nationwide average hotel occupancy rate was 73.9%, rising from both the previous month and the same period last year, mainly due to increased Thai tourists, especially in popular seaside areas. The East recorded the highest occupancy at 80.1%, followed by the South at 79.9% and Bangkok at 72.3%. For the first four months of 2025, the average occupancy rate stood at 74.7%, higher than the same period last year.

Northeast North 69.4% Central & West 66.8% BKK

South

79.0%

Occupancy Rate, 4M2025

77.7%

68.1%

East

77.4%



Sources: NESDC, Toyota, FTI, and MOTS

- Rubber	er 1.9 2,008		30.1	432	22.5	E	0.00	_	
- Tapioca	1.0	1,066	-11.7	256	-5.8	For Jun	e 2025		
- Fruits	1.3	1,411	-24.8	729	-38.5				
- Fishery	0.4	464	-10.6	112	-8.1	Product	Apr-25		
Agro-industrial	7.3	7,839	3.8	2,109	9.1	Floduct	USD million	%YoY*	
- Prepared or preserved seafood	1.1	1,189	1.2	277	-1.4	Automotive	2,730	-7.8	
- Cane sugar and molasses	1.1	1,136	8.7	331	37.7	- Passenger car	676	-19.4	
- Wheat products and other food preparations	1.0	1,021	20.7	249	24.6	- Pick up and trucks	531	-28.9	
- Beverages	0.7	724	0.7	195	10.5	- Motorcycle	266	15.8	
Manufacturing	81.8	87,605	18.7	20,337	16.6	- Spark-ignition reciprocating internal			
- Automotive	11.7	12,538	-4.3	2,730	-7.8 —	combustion	295	16.0	
- Electronics	18.9	20,234	31.0	5,242	34.4 —	7 - Parts & accessories	833	6.8	
- Electrical appliances	10.0	10,713	11.0	2,475	8.8				
- Precious stones and jewelry	9.8	10,518	114.0	1,739	117.2	Products	Apr-	\pr-25	
- Unwrought gold	4.3	4,561	141.3	1,012	250.5	Hoddets	USD million	%YoY*	
- Rubber products	4.8	5,119	17.6	1,181	15.9	→ Electronics	5,242	34.4	
- Petro-chemical products	2.7	2,868	1.8	687	-5.6	- Computer parts	2,807	75.1	
- Chemicals	2.5	2,727	10.0	663	8.7	- HDD	823	40.4	
- Machinery & equipment	3.2	3,433	11.9	773	-13.1	- Electronic integrated circuits	912	39.0	
- Apparels & Textile	1.9	2,024	0.2	474	-3.3	- Telecommunication	603	-15.5	
- Metal & steel	2.1	2,208	-9.6	527	-7.6	- Semi-conductor devices, transistors,	047	00.4	
Mining & Fuel	2.9	3,057	-8.3	750	-13.2	diodes	246	-33.1	
LH BANK We Carrier Carrier	Source: MOC (*0	Custom Basis)						ļ	

Apr-25

%YoY*

10.2

-19.6

-44.1

USD million

25,625

2,429

342

Jan-Apr 25

%YoY*

14.0

-7.3

-34.1

USD million

107,157

8,656

1,482

Share

Jan-Apr 2025 (%)

100.0

8.1

1.4

Major products

Total exports

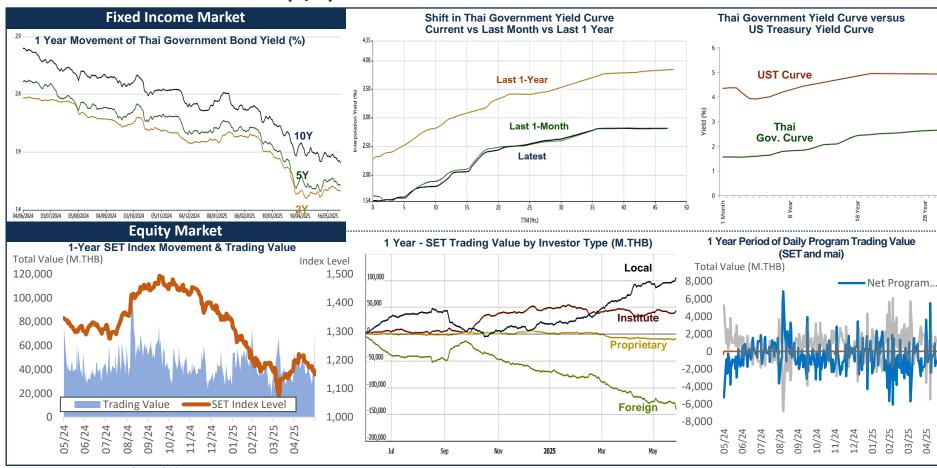
Agriculture

- Rice

Export of Goods

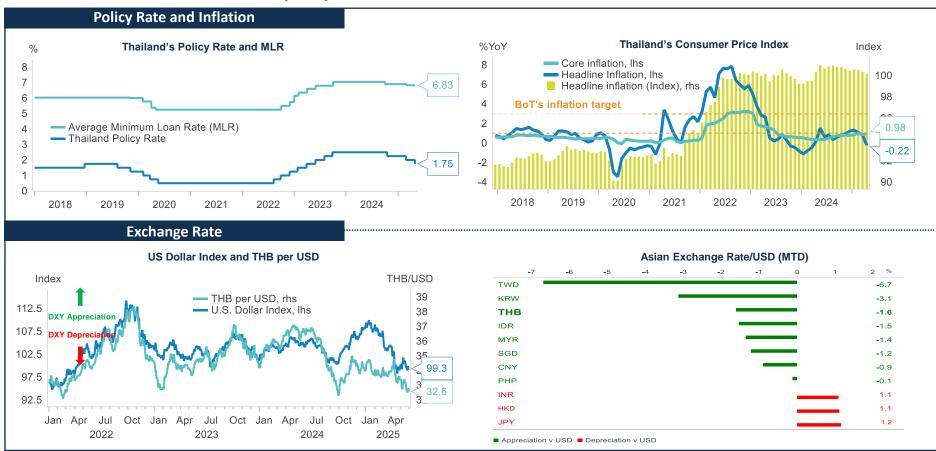
Thai Financial Market Data (1/2)

Data as of : 4 June 2025













End of Presentation

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