

BUSINESS RESEARCH

# THAI ECONOMIC AND FINANCIAL UPDATE

for March 2024

## Highlight:

The Thai economy is showing signs of improvement, but overall expansion is still low. Exports have improved, while industrial production has contracted less. However, many industries remain constrained by the slow recovery in global demand and structural problems in production. Private investment has gradually improved and the tourism sector continues to support the expansion of private consumption. Government spending contracted mainly due to lower investment.



#### **Private Consumption**

Private consumption indicators, after seasonal adjustment, were stable compared with the previous month. Expenditure increased in most product categories, particularly for passenger cars, which rose following the delivery of cars ordered at the Motor Expo. Expenditure on non-durable consumer goods increased, partly as a result of the Easy E-Receipt tax relief scheme.

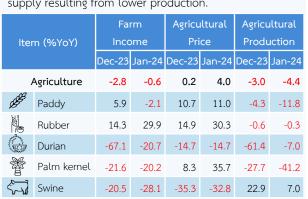
8.7 6.5 7.6 5.5 6.5 4.4 3.1 1.5 0.0

2022 2023 1H'23 2H'23 3Q'23 4Q'23 Dec-23 Jan-24 Jan-24\*

## Farm Income Agricultural income fell compared to the same period

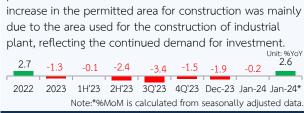
Note:\*%MoM is calculated from seasonally adjusted data.

last year as a result of lower production due to the effects of the drought, particularly in oil palm and Rice. Prices of agricultural products rose in line with the tight supply resulting from lower production.



#### Private Investment

Private investment indicators, after seasonal adjustment, declined from previous month. This was due to a rise in capital goods imports and investment in the construction category, which increased due to both permitted area and sales of construction materials. The increase in the permitted area for construction was main



### MPI and Capacity Utilization (Cap-U)

2H23 Dec-23 Jan-24 %MoN

The manufacturing production index continued to fall in seasonally adjusted terms. Production of the automotive industry is still declining, but is trending upwards, as is production of HDDs. Petroleum production fell due to the temporary shutdown of refineries for maintenance.

	Overall MPI	-3.8	-4.1	-2.7	-4.4	-0.2				
	Automotive	0.8	-7.0	-16.6	-9.3	14.0				
100	Petroleum	8.6	11.1	10.2	-6.5	-10.4				
[ٰکِ]	Hard disk drive	-29.8	-24.0	-20.0	-13.1	-34.				
Note:*%MoM Overall MPI is calculated from seasonally adjusted										
Capacity Utilization Rate Unit:										
63.6	54 59.63 61.16	58.97	58.97 <sub>59.99</sub> 55.94 <u>62.65</u>							
2022	2023 NOV-22	.23	ec-22 Dec-1	<u>1</u> 3	n-23 <sub>Jan-2</sub>	Δ				
Note: MF	Note: MPI stands for Manufacturing Production Index									

## Exports In January, Thai exports expanded by 10.0%YoY for

- the 6th consecutive month, with exports expanding well in all major markets, especially ASEAN and the US. Major products that expanded well include rice, electronics, rubber products, etc.
- Overall, exports contracted by 1.0%YoY in 2023, as exports to key trading partners such as ASEAN and China contracted. Major products that declined include rubber, cassava, preserved seafood, electrical appliances, jewelry, chemicals and textiles, etc.

Jan-Dec 2023

Market	Share (%)	Juli Dec	2023	Juli 24		
Market	Jan 24	USD Mn	%YoY**	USD Mn	%YoY**	
Total	100.0	284,562	-1.0	22,650	10.0	
ASEAN	26.6	66,847	-7.1	6,016	17.5	
U.S.A.	17.2	48,865 2.8		3,896	13.7	
China	na 9.9		34,164 -0.8		2.1	
U	9.6	25,912	-3.4	2,167	3.6	
lapan	8.5	24,670	0.1	1,936	1.0	
Australia 4.9		12,106	8.2	1,099	32.4	
Commod	dity Price	Jan-Ded	2023	Jan-24		
& Excha	nge Rate	USD Mn	%YoY	USD Mn	%YoY	
Oubai oil prid	ce (USD/bbl)	82.0	-15.5	78.9	-1.5	
Gold price (L	JSD/troy oz)	1,942.7	7.9	2,034.0	7.2	
Exchange rat	e (THB/USD)	34.8	-0.7	35.2	5.9	
NEER index		119.8	3.7	119.7	-1.8	



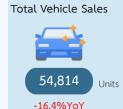


MPI (%YoY)

#### Domestic Vehicle Sales

In January, car sales fell by 16.4% YOY, due to a decline in sales of 1-tonne pickup. This is partly due to the decline in purchasing power in the agricultural sector as a result of lower farm incomes. In addition, interest rates have risen, affecting consumers' decisions to buy cars. At the same time, the high level of household debt has led financial institutions to tighten their lending standards. Nevertheless, Passenger car sales still grew by 2.4%YoY.

#### Domestic vehicle sales, Jan-2024



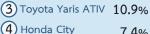


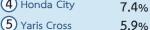
3.6%

14.2%









Domestic car sales in 2023 were 775,780 units, down 8.7%YoY, mainly due to a decline in commercial vehicle sales in the 1-tonne pickup group, while passenger car sales continue to expand. Toyota remains the market

leader, followed by Isuzu and Honda. Looking at car models in January 2024, the Toyota Hilux pickup was the bestselling vehicle with a market share of 17.1%, followed by the Isuzu D-Max with 17.0% and the Toyota Yaris ATIV with 10.9%.

	Domestic Vehicle	Jan-Dec	2023	Jan-24		
y =	Sales by Body Type	Unit	%YoY	Unit	%YoY	
	Passenger car	292,506 10.3		23,412	2.4	
	Commercial car	483,274	-17.3	31,402	-26.5	
,	Pickup 1 ton	264,738	-31.8	14,864	-43.5	
	SUV	114,177	37.7	10,952	38.1	
	Other	104,359	-7.7	5,586	-34.2	
	Overall	775,780	-8.7	54,814	-16.4	

Thai GDP Forecast by NESDC (%YoY)				%YoY	2021	2022	2023	2024e				
10.0 4.2						• • •		Private Consumption	0.6	6.2	7.1	3.0
10.0 4.2 2.2 1.6 2.5 1.9 2.7				Government Consumption	3.7	0.1	-4.6	1.5				
0.0	0.0					Private Investment	2.9	4.7	3.2	3.5		
			Public Investment	3.5	-3.9	-4.6	-1.8					
-10.0			Value of Merchandise Exports*	19.2	5.4	-1.7	2.9					
	2018	201	202	202	202	202	.024e	Headline Inflation (%)	1.2	6.1	1.2	1.4
		- 1	- 1	. ,	. ,		7	*BOP Basis		Note: Dat	a as of Fe	eb 2024

#### **Tourism**

Foreign tourist arrivals continued to grow by 41.5% YoY in January, mainly due to an increase in Chinese, European and Indian tourists, partly as a result of the government's visa exemption measures to support tourism, and the direction of the baht depreciation. However, Malaysian tourist arrivals slowed down slightly after a strong acceleration in the previous period. Tourism receipts accelerated from the previous month as the number of tourists and average length of stay increased.

#### International tourist arrivals, Jan-2024



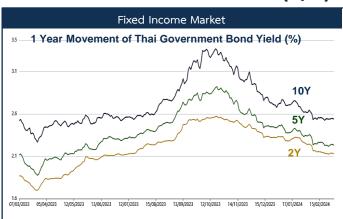
The average occupancy rate of hotels nationwide fell slightly to 77.4% in January from the previous month. This was due to the end of the New Year travel season for Thai tourists. The region with the highest occupancy rate is the Southern Region, followed by the Central Region and the Northern Region. The southern region continues to have a high occupancy rate, partly because it is a popular destination for

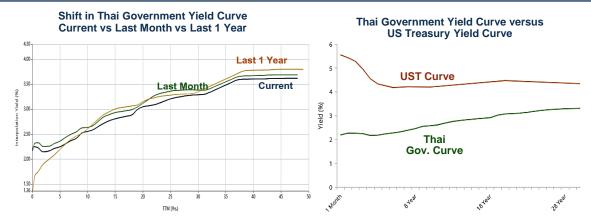
Europeans during the winter.

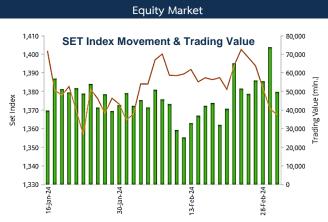
Occupancy Rate, Jan-2024 Northeast North 66.7% 78.4% Central (Inc. BKK.) 76.7% South 82.0%

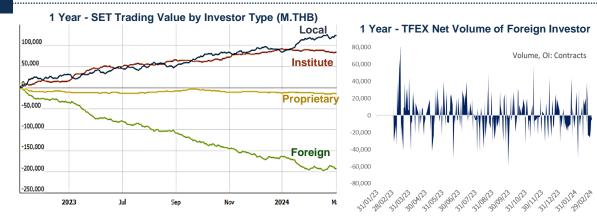
Sources: NESDC, Toyota, FTI, and MOTS

M. Samona Justin	Share	Jan-Dec 23		Jan-24					
Major products	Jan 2024 (%)	USD million	%YoY*	USD million	%YoY*	<b>-</b> YDOTT			
Total exports	100.0	284,562	-1.0	22,650	10.0	L XDOIL			
Agriculture	9.1	26,802	0.2	2,070	14.0	of Coods			
- Rice	2.7	5,144	29.3	602	45.9	L of Goods			
- Rubber	1.4	3,649	-29.2	327	5.5				
- Tapioca	1.1	3,704	-16.4	244	-27.0	For Mar 2024			
- Fruits	1.3	6,942	22.8	290	30.1				
- Fishery	0.6	1,525	-8.4	129	46.7	Jan-24 Products			
Agro-industrial	7.3	22,401	-1.7	1,644	3.8	USD million %YoY			
- Prepared or preserved seafood	1.2	3,478	-9.6	269	5.2	Automotive 3,150 -4.7			
- Cane sugar and molasses	0.9	3,477	9.8	210	-16.6	- Passenger car 969 -7.7			
- Wheat products and other food preparations	0.9	2,432	-3.3	193	6.2	- Pick up and trucks 682 -11.5			
- Beverages	0.8	2,046	2.6	171	18.6	- Motorcycle 288 -18.3			
Manufacturing	79.8	223,692	-1.0	18,083	10.3	- Spark-ignition reciprocating internal			
- Automotive	13.9	41,117	8.5	3,150	-4.7	combustion 302 9.1			
- Electronics	16.2	46,267	2.6	3,669	18.1	- Parts & accessories 798 6.7			
- Electrical appliances	10.1	28,667	-2.4	2,298	-1.2	Jan-24			
- Precious stones and jewelry	5.1	14,787	-2.2	1,166	59.1	Products			
- Unwrough gold	2.1	5,979	-15.5	469	194.2	USD million %YoY			
- Rubber products	4.7	13,248	-4.4	1,074	3.7	<b>→</b> Electronics 3,669 18.			
- Petro-chemical products	2.9	8,877	-16.9	664	-0.3	- Computer parts 1,479 32.			
- Chemicals	2.8	8,055	-16.0	629	-1.6	- HDD 569 39.			
- Machinery & equipment	3.1	8,784	0.3	695	7.6	- Electronic integrated circuits 722 -1.			
- Apparels & Textile	2.1	6,034	-11.9	482	4.2	- Telecommunication 596 56			
- Metal & steel	4.8	6,955	-0.7	1,082	106.3	- Semi-conductor devices,			
Mining & Fuel	3.8	11,667	-1.9	853	7.1	transistors, diodes 322 -9			
LH BANK   We care	Source: MOC (	(*Custom Basis)				4			



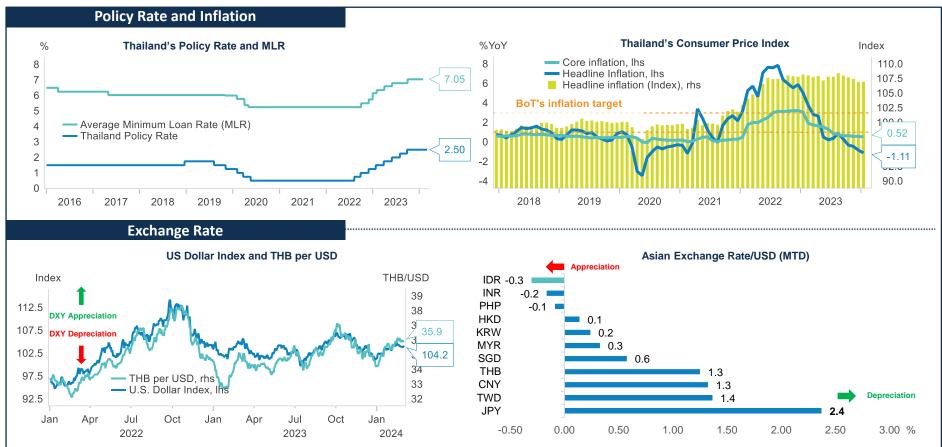
















# End of Presentation

#### Disclaimer

ข้อมูล บทวิเคราะห์ และการแสดงความคิดเห็นต่างๆ ที่ปรากฏอยู่ในรายงานฉบับนี้ ได้จัดทำขึ้นบนพื้นฐานของแหล่งข้อมูลที่ได้รับมาจากแหล่งข้อมูลที่เชื่อถือได้ เพื่อใช้ประกอบการ วิเคราะห์ภาวะเศรษฐกิจและอุตสาหกรรมซึ่งเป็นเอกสารภายในของธนาคารแลนด์ แอนด์ เฮ้าส์ จำกัด (มหาชน) เท่านั้น ทั้งนี้ธนาคารฯ จะไม่รับผิดชอบความเสียหายใดๆ ทั้งปวงที่ เกิดขึ้นจากการนำข้อมูล บทวิเคราะห์ การคาดหมาย และความคิดเห็นต่างๆ ที่ปรากฏในรายงานฉบับนี้ไปใช้ โดยผู้ที่ประสงค์จะนำไปใช้ต้องยอมรับความเสี่ยง และความเสียหายที่อาจ เกิดขึ้นเองโดยลำพัง





