

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.



Farm Income

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.

lte	m (%YoY)	Farm lı	ncome	3	ıltural ice	Agricu Produ	
		Oct-23	Nov-23	Oct-23	Nov-23	Oct-23	Nov-23
	Agriculture	0.4	-3.6	1.0	-1.0	-0.5	-2.6
E B	Paddy	18.7	7.1	26.4	10.8	-6.1	-3.4
	Rubber	3.2	14.9	4.1	15.7	-0.9	-0.7
G	Durian	79.7	-62.0	-14.7	-14.7	110.6	-55.4
謍	Palm kernel	-12.5	-7.8	5.1	3.9	-16.7	-11.2
$\langle -1 \rangle$	Swine	-26.3	-26.4	-38.2	-38.3	19.2	19.3
_H	BAN	ΚI	W	e ire,	Sour	ces: BOT	, OAE, MC

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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.



2022 1H'22 2H'22 1H'23 3Q'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.

	MPI (%YoY)	2022	1H23	Oct-23	Nov-23	%MoM
	Overall MPI	0.4	-4.6	-4.3	-4.7	-1.8*
	Automotive	11.5	6.2	-7.8	-15.0	2.6
	Rubbers and plastics	-1.1	-7.1	-4.8	-3.2	3.4
Q	Hard disk drive	-29.1	-34.0	-32.9	-1.1	31.7

Note:*%MoM Overall MPI is calculated from seasonally adjusted data. Capacity Utilization Rate



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.

Maril at	Share (%)	Jan-Nov	2023	Nov	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	
Commo	dity 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	te (THB/USD)	34.8	-0.9	35.5	-2.6	
NEER index		119.8	3.9	119.8	3.3	

Sources: BOT, OAE, MOC, World Bank, and OIE

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 vehicle sales, 11M2023



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 bestselling 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%.

	0		3.770		
Domestic Vehicle	Jan-Nov	y 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	

7.4%

5.9%

3.9%



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

No. of Foreign Arrivals	Total Revenues	Top 5 l	National	ities Vis	iting Th	ailand
	62	G	*j		•	
24,838,066 Persons	1,057,715.05 THB Mn	Malaysia	China	S.Korea	India	Russia
+181.5%YoY	+192.8%YoY	16.3%	12.5%	5 .9 %	5.8%	5.1%
The average hotel occupa	ncy rate increased nat	onwide	Occup	ancy Ra	te, 11M	A2023
in November. As a result, the	he average occupancy ra	ate for	North	י. ר	North	east
the first 11 months of the ye	ear was 68.0%, with the	region	61.6	%	. 59.	7%
with the highest occupancy the Southern Region and the was in line with the increase	e Eastern Region. This in	crease		& West .0%	6	East 9.6%
tourist season, especially in	5	5	Sout	h 👗	BKK	
Bangkok and Phuket areas.			71.2	2% 🦄	76.3%	1



	Share	Jan-No	v 23	Nov	-23
Major products	Jan-Nov 2023 (%)	USD million	%YoY	USD million	%YoY
Total exports	100.0	261,770	-1.5	23,480	4.9
Agriculture	9.5	24,929	0.9	2,129	7.7
- Rice	1.8	4,612	29.6	637	67.9
- Rubber	1.3	3,342	-31.5	362	14.5
- Таріоса	1.3	3,518	-13.1	260	-12.8
- Fruits	2.5	6,653	26.6	241	-26.9
- Fishery	0.5	1,406	-9.1	129	-6.6
Agro-industrial	7.9	20,788	-2.1	1,775	1.7
- Prepared or preserved seafood	1.2	3,195	-9.2	327	2.5
- Cane sugar and molasses	1.3	3,353	8.9	172	-9.9
- Wheat products and other food preparations	0.9	2,234	-3.3	214	-4.7
- Beverages	0.7	1,877	2.3	162	0.3
Manufacturing	78.5	205,487	-1.5	18,553	3.4
- Automotive	14.4	37,676	9.1	3,345	-5.1
- Electronics	16.1	42,071	2.8	4,064	10.9
- Electrical appliances	10.1	26,559	-2.1	2,233	-7.6
- Precious stones and jewelry	5.3	13,815	-5.0	958	10.2
- Unwrough gold	2.1	5,563	-20.9	250	38.0
- Rubber products	4.6	12,159	-5.1	1,122	0.7
- Petro-chemical products	3.1	8,226	-18.0	692	-10.7
- Chemicals	2.9	7,470	-16.6	693	-0.6
- Machinery & equipment	3.1	8,089	0.1	776	15.3
- Apparels & Textile	2.1	5,550	-12.7	498	-7.1
- Metal & steel	2.4	6,311	-2.7	737	42.2
Mining & Fuel	4.0	10,566	-4.5	1,023	42.5
	Source: I			1,020	

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Decidents.	Nov	-23			
Products	USD million	%YoY			
Automotive	3,345	-5.1			
- Passenger car	978	-13.9			
- Pick up and trucks	643	-19.7			
- Motorcycle	313	-5.6			
- Spark-ignition reciprocating internal	464	40.5			
combustion					
- Parts & accessories	852	6.1			
		Nov-23			
Due du etc	Nov	-23			
Products	Nov USD million	/-23 %YoY			
Products Electronics 					
	USD million	%YoY			
Electronics	USD million 4,064	%YoY 10.9			
 Electronics Computer parts 	USD million 4,064 1,587	%YoY 10.9 10.3			
 Electronics Computer parts HDD 	USD million 4,064 1,587 678	%YoY 10.9 10.3 -0.9			
 Electronics Computer parts HDD Electronic integrated circuits 	USD million 4,064 1,587 678 763	%YoY 10.9 10.3 -0.9 -6.6			

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Thai Financial Market Data (1/2)

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Thai Financial Market Data (2/2)



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End of Presentation

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