

THAILAND

ECOMMERCE INSIGHTS



HOME TO **68.86 MILLION** PEOPLE



TOTAL GDP **\$407.03 BILLION USD**



GDP PER CAPITA **\$6,633 USD**



66% PAY VIA MOBILE

12.48

MILLION

ONLINE SHOPPERS

\$78.14

MILLION USD

SPENT ON DIGITAL ADVERTISING

\$3.54

MILLION USD

TOTAL ECOMMERCE REVENUE



ELECTRONICS & MEDIA
LEADING PRODUCT CATEGORY

AVERAGE ANNUAL ONLINE SPEND

\$283.95 USD

59.8%
INTERNET PENETRATION

LEADING SOCIAL NETWORKS



DEVICES USED FOR ONLINE SHOPPING



81%



52%



35%

eCommerce is defined as sale of physical goods via a digital channel to a private end user (B2C)

For more market insights, check out the eShopWorld series of blogs covering a range of emerging eCommerce markets at www.eshopworld.com

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