

Thailand Cost Pressure Pulse

WAVE 1 · MARCH – APRIL 2026

FIELDWORK CONTEXT

Surveyed during Songkran season & Strait of Hormuz crisis

87%

own car or motorcycle

8.09/10

felt consumer concern

56%

expect finances to worsen

KEY FINDINGS · TCPP WAVE 1 · N = 1,054



34%

FUEL & TRANSPORT COSTS

Thailand's **#1 cost concern** — ranking ahead of food (27%), job stability (12%), and utilities (10%). With **87% vehicle ownership**, pump prices hit immediately and personally.



31%

SKIPPING SONGKRAN TRAVEL

Will not travel to other provinces during Songkran **specifically because of fuel prices and cost of living** — outnumbering those who confirmed travel plans (27%). Cost



64%

SELF-REGULATE FIRST

Cut discretionary spending before reaching for any credit product

5% use any credit 3% BNPL first



3.0

COPING ACTIONS PER PERSON

Simultaneous strategies — not casual tightening



PURCHASE DECISION FACTORS · RANKED BY RESPONDENTS

Price wins.
Convenience is dead last.



8.09/10

CONCERN SCORE

53% score concern at **9 or 10**. Higher than Malaysia's 7.83/10 in the same fieldwork period.



56%

FINANCES WORSENING

Expect household finances to get worse in the next 3 months. Only **13%** expect improvement.



48%

SIDE HUSTLE MODE

Actively seeking extra income or side gigs in next 4 weeks — responding by **earning more**, not just spending less.



36%

RATE BLIND SPOT

Aware of interest rate news — yet **49%** expect rates to have big spending impact. Largest awareness gap in tracker.