Rakuten Insight

Wellness in Thailand

What worries consumers?

84%
of Thais reported an increase in the cost of living due to the pandemic

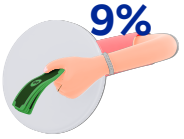
Managing ever-rising cost of living

75%
Reduce expenses (e.g. use cheaper products)

54%
Increase income by working more than one job (e.g. freelancing)

15%
Invest more (e.g. stock or cryptocurrency trading)

11%
Get loans



9%
Sell your asset

4%
Did not do anything

Comparing to before pandemic (before 2020) and now

4 in 5
Thais felt changes in their life priorities

85%
consider **mental health** important

87%
rank **physical health** as important

Perceived health

56%
Quality of live
average and below

46%
Physical health
average and below

38%
Mental health
average and below

Financial instability

1 in 2 people also worry about the possibility of an impending recession in the next few months

Source: Online survey among 1,045 respondents aged 18+ years old from Rakuten Insight proprietary panel in Thailand, November 2022