

Elevate Your Strategy with Thailand's Premier Consumer Intelligence Platform

Crack the code of Thai consumers with our data goldmine. Tracking **3,200+** brands across **68** categories, we reveal the hidden patterns in Thailand's vibrant marketplace. It's your secret weapon for conquering Southeast Asia's most dynamic consumer landscape.



As an Audience

By identify potential market segment opportunities, business can simultaneously gather strategic intelligence on competitor positioning and brand dynamics to develop more targeted and competitive market strategies.



As a Consumer

By explore consumer lifestyle patterns, you can effectively analyze consumer consumption behaviors to gain deeper insights into market trends and individual purchasing decisions.

Intelligent tools simplifying market analysis

Your gateway to comprehensive Thai consumer insights. **Syndicated research** data covering **3,200** brands across **68** categories in **15** market sectors, we offer detailed profiles on product and media consumption. Using KANTAR Media's TGI Choices V.7 software and **face-to-face interviews** using random sampling, we provide **in-depth analysis** on **brand journeys and consumer behavior**.

- ✔ Crosstab
- ✔ Correspondence
- ✔ Cluster

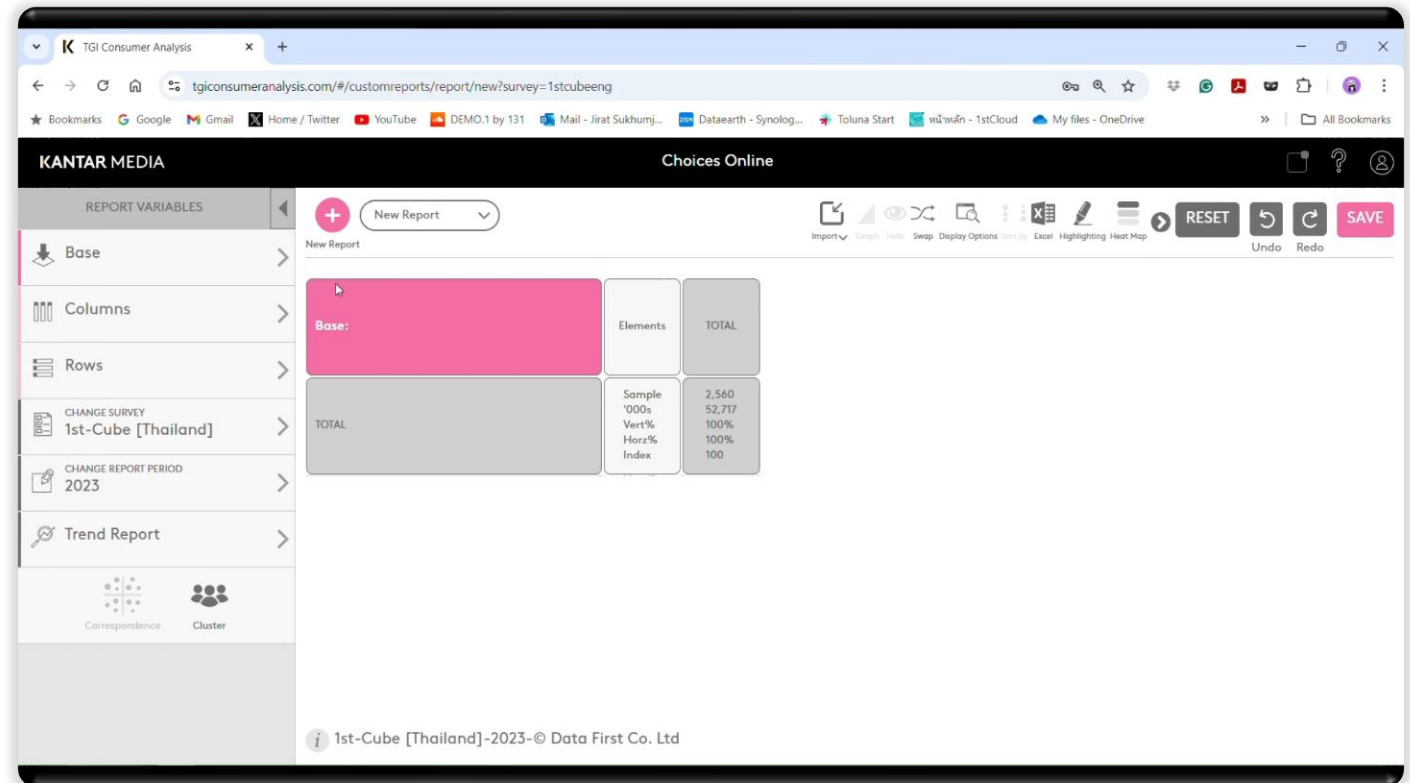
Providing in 3 packages:

Sub-License

Tableau

Report

*Pricing packages are depending on data set



The scope of our information

15

Markets sections

5,120

Face-to-face response
random sampling

68

Categories

3,200+

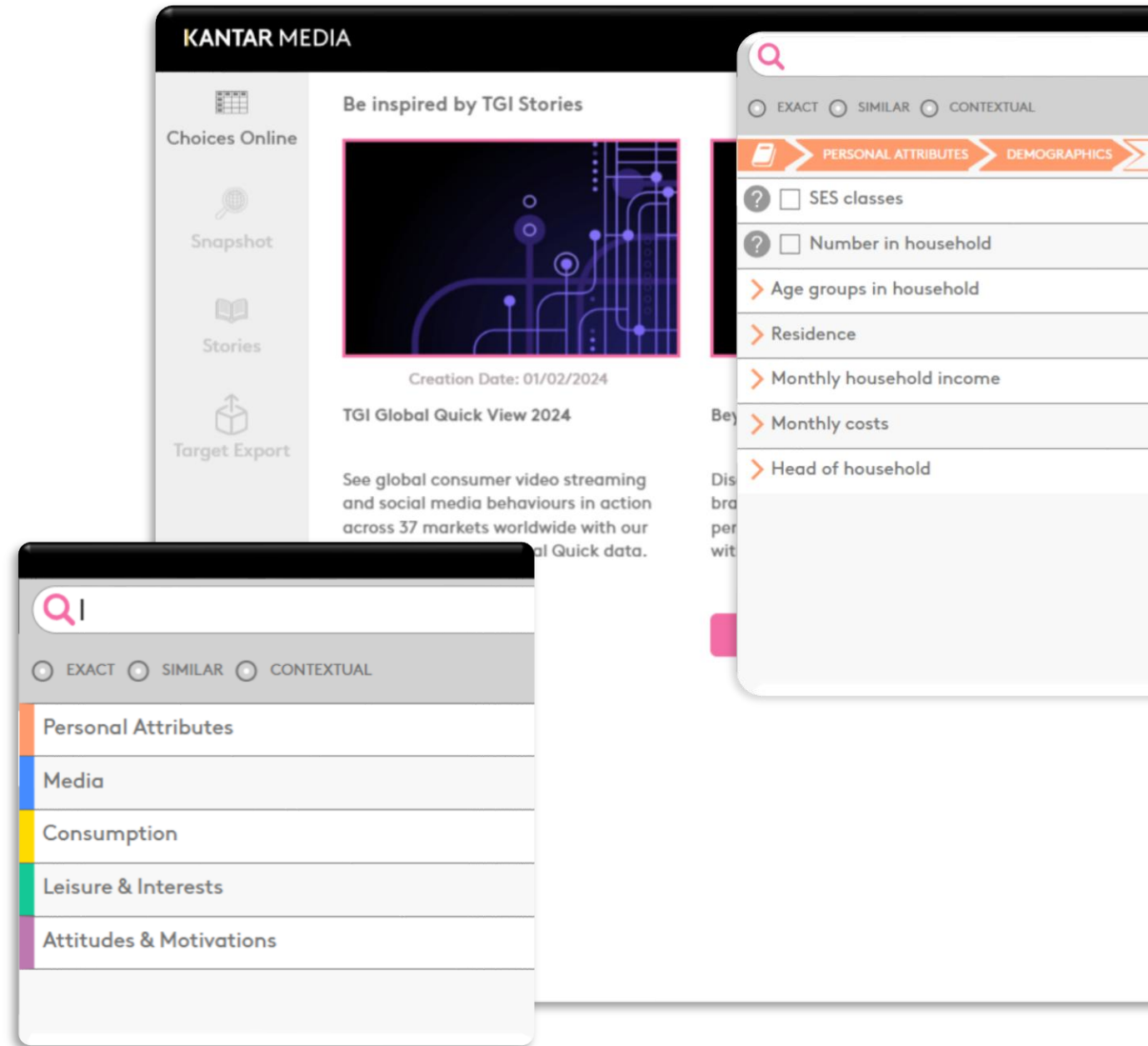
Brands
inc. local brands

5

Regions of Thailand
Bangkok Metro, Central,
Northern, Northeastern,
Southern

49.1 M

Population represented
age 12-64 y/o



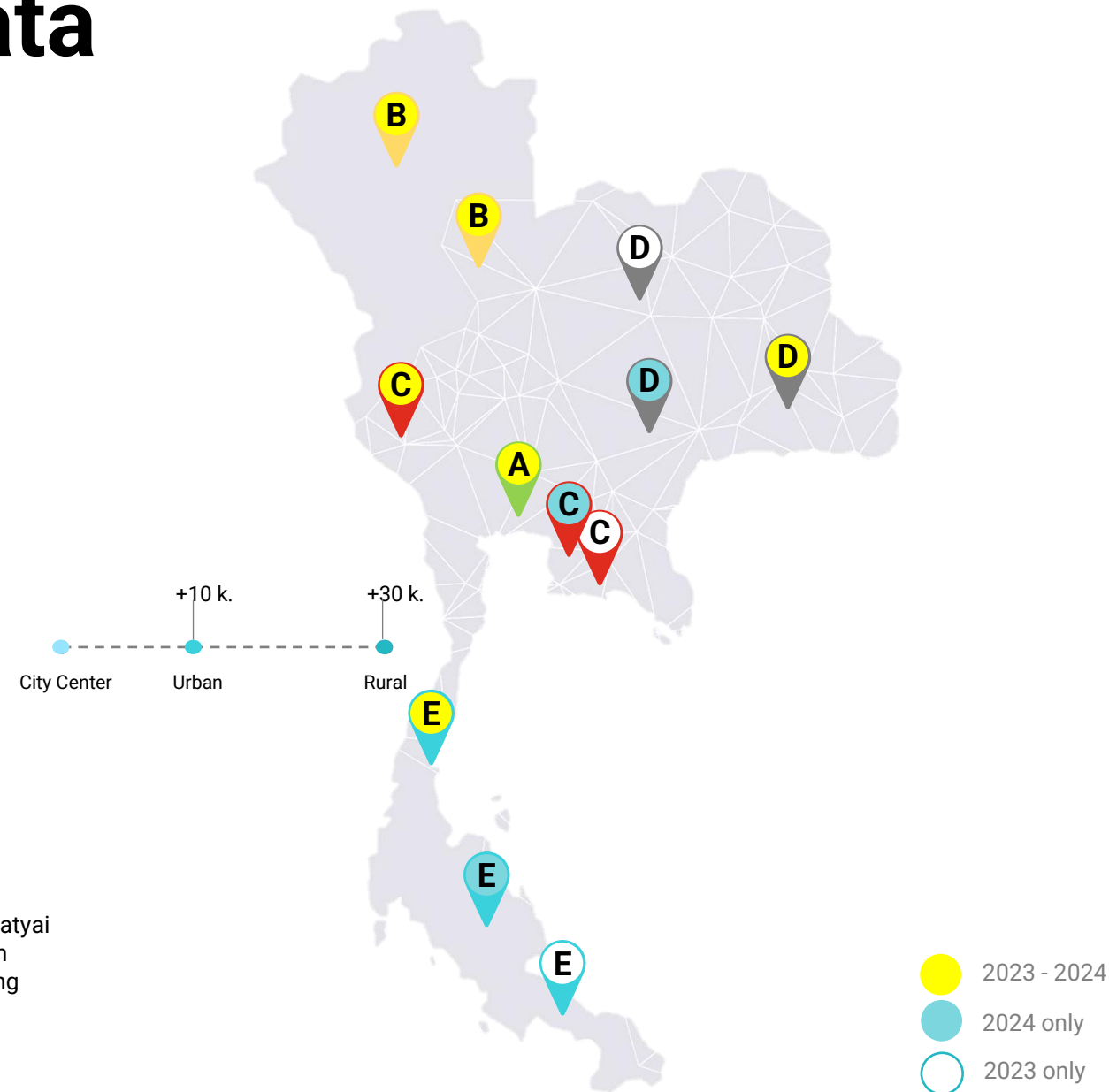
From where was this data collected?

Sampling Method

1stCube employs systematic **random sampling based on Gross Provincial Product (*GPP)** method, targeting respondents with higher purchasing power. The survey areas are bounded to a **10 kilometers** radius from provincial centers in **Urban Areas** and extend to **30 kilometers** in **Rural Areas**, following urbanization principles.

Survey Areas

- **Northern**
Chiang Mai
Pitsanulok
- **Bangkok Metro**
Bangkok / Nonthaburi
Pathum Thani / Samut Prakan
- **Northeastern**
Khon Kaen
Ubon Ratchathani
Buriram
- **Central**
Rayong
Kanchanaburi
Chonburi (excl. Pattaya, Bang Saen)
- **Southern**
Songkla-Hatyai
Chumphon
Phatthalung



*Gross Provincial Product (GPP) is one of several measures of the size of its economy in the province.

From where was this data collected?

Outline

Profile: 12-64 y/o, Male & Female

Sample Size: 5,120

Approach: Face-to-Face

Sampling: Random

Survey Period: Yearly (around Sep-Oct)

Area: Nationwide (GBKK, North, Northeast, South, Central)

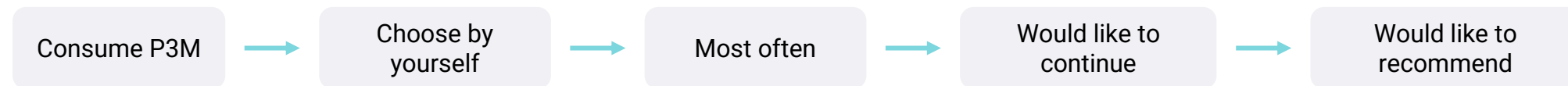
Target Media: OOH, TV, Radio, Magazine, Newspaper, Internet, Cinema, Transit Platform

Target Category: Total 68

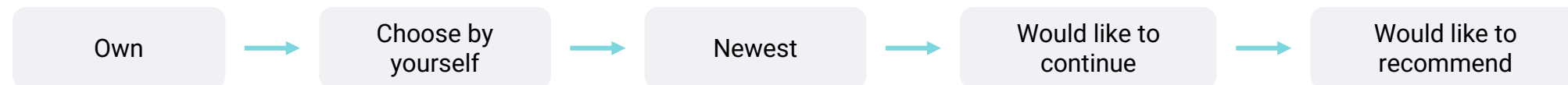
Lifestyle Statements: Total 180 (Lifestyle, Attitude)

Branding Question

FMCG Products



Durable Products



Data Coverage



Food



Non-Alcoholic



Alcoholic



Personal Care



Cosmetic

2023 only



Female Product



Homecare
Products



Home Durables



Electronic
Devices



Motoring



Financial
Services



Baby Products



Silver Gen
Products



Pet Products



Vitamins &
Supplements

2024 only

Market Section

15 market sections, 68 categories and over 3,200 brands

Food	<ul style="list-style-type: none"> • Confectionary • Bread • Snack • Instant Noodle • Instant Porridge • RTE Foods • Canned Foods • Cooking Condiments
Non-alcoholic Drinks	<ul style="list-style-type: none"> • Yoghurt • Carbonated Drinks • Fruit Juice • Coffee • Tea • Creamer • Milk • Energy Drink • Functional Drink • Electrolyzed Drink • Herbal Drink • Drinking Water
Alcoholic Drinks	<ul style="list-style-type: none"> • Beer • Cocktail Drinks*
Personal Care	<ul style="list-style-type: none"> • Hair Care • Oral Care • Face & Body Skincare

Cosmetics	<ul style="list-style-type: none"> • Lipstick* • Powder / Liquid foundation* • Mascara* • Eyeliner*
Female Products	<ul style="list-style-type: none"> • Sanitary pad • Underwear • Intimate hygiene product**
Vitamins & Supplements	<ul style="list-style-type: none"> • Vitamins/health supplements (tablets, shakes, jelly)**
Homecare Products	<ul style="list-style-type: none"> • Laundry Detergent • Dishwashing Liquid • Cleaner • Paper • Mosquito Repellent & Insect Repellent • Termite Repellent**
Baby Products	<ul style="list-style-type: none"> • Milk for Children/Formula • Baby Diapers • Baby/Kid body wash • Baby/Kid shampoo** • Baby/Kid oral care** • Baby Detergent
Silver Gen Products	<ul style="list-style-type: none"> • Adult Diapers

Home Durables	<ul style="list-style-type: none"> • White Goods
Financial Services	<ul style="list-style-type: none"> • Insurance • Banking/Finance • Electronic Payment** • Cryptocurrency
Electronic Devices	<ul style="list-style-type: none"> • TV • Smartphone • Digital Camera* • Notebook* • Tablet Computer
Motoring	<ul style="list-style-type: none"> • Car • Motorcycles • EV Car** • EV Motorcycles** • Fuel • Tyres • Auto Car Service • Lubricant
Pet Products	<ul style="list-style-type: none"> • Pet Food • Pet Snack • Pet Shampoo • Pet Oral care

* : 2023 only

** : 2024 only

Media Coverage

OFFLINE



Newspaper



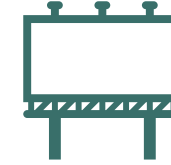
Movie/Cinema



TV



Retails



OOH



Magazine



Radio

ONLINE



Internet Usage



Social platform



Applications



Website



Journey-Catch



Journey-Consider



Journey-Convert

Media Question

OFFLINE

- Platform
- Consume time
- Regular Topics
- Newspapers Past Week
- Frequency
- Movie Genre
- Frequent Theaters
- Movie Program
- Consume time
- Type of Program
- Channels (Yesterday, Last week, Ever)
- Restaurant
- Convenience
- Supermarket
- Hypermarket
- Department Stores
- Health & Beauty Shops
- Outdoor Platform
- Indoor Platform
- Instore Platform
- Transit Platform
- Other Platform
- Consume time
- Regular Topics
- Consume time
- Regular Programs

ONLINE

- Platform
- Place
- Internet Provider
- Consume Time
- Monthly fee
- Purpose of Usage
- Platform including Entertainment Platform, Shopping, Social Network, Music Streaming, Food Delivery, Travel, Banking, E-Wallet
- Search
- Shopping
- Social Network
- Offline Platform
- Online Platform (By influencer's review, Users' review, Brand Post, Promotion, Free Delivery)

Package Coverage



Sub-License

- Full access to information in all categories in TGI
- 3 user accounts
- 16 hours onboard training (Bangkok Metro area only)
- User manual and videos for various functions



Tableau

- Profiles Dashboard
- Journey Dashboard
- Cluster Dashboard
- CA Dashboard

*Deliver within 15 working days



Report

- Market Overview
- Competitive Brand Analysis
- Consumer Analysis
- Media Analysis

*Deliver within 10-15 working days

What does our service encompass?

	SCOPE	SUBSCRIBE	FEE (THB)
SUB-LICENSE	<ul style="list-style-type: none"> • Full access to information in all categories in TGI • Number of user accounts: 3 • Training: 16 hours • User manual and videos for various functions 	1 year	650,000
TABLEAU	<ul style="list-style-type: none"> • Profiles Dashboard • Journey Dashboard • Cluster Dashboard • CA Dashboard 	One Time Price per Category	100,000 – 300,000 *depending on data set
REPORT	<ul style="list-style-type: none"> • Market Overview • Competitive Brand Analysis • Consumer Analysis • Media Analysis 	One Time Price per Brands / Consumer / Media	100,000 – 250,000 *depending on data set

GET IN TOUCH WITH US

for more information or
demonstrations

CONTACT PERSON

Siriwimol Chaisathit

Researcher

(+66) 92 253 4423

siriwimol@datafirst.co.th

LOCATION

Data First Co., Ltd.

465/1-467 Thanon Si Ayutthaya,
Thanon Phaya Thai, Khet Ratchathewi,
Krung Thep Maha Nakhon 10400

open hours: 09:00 am – 06:00 pm.

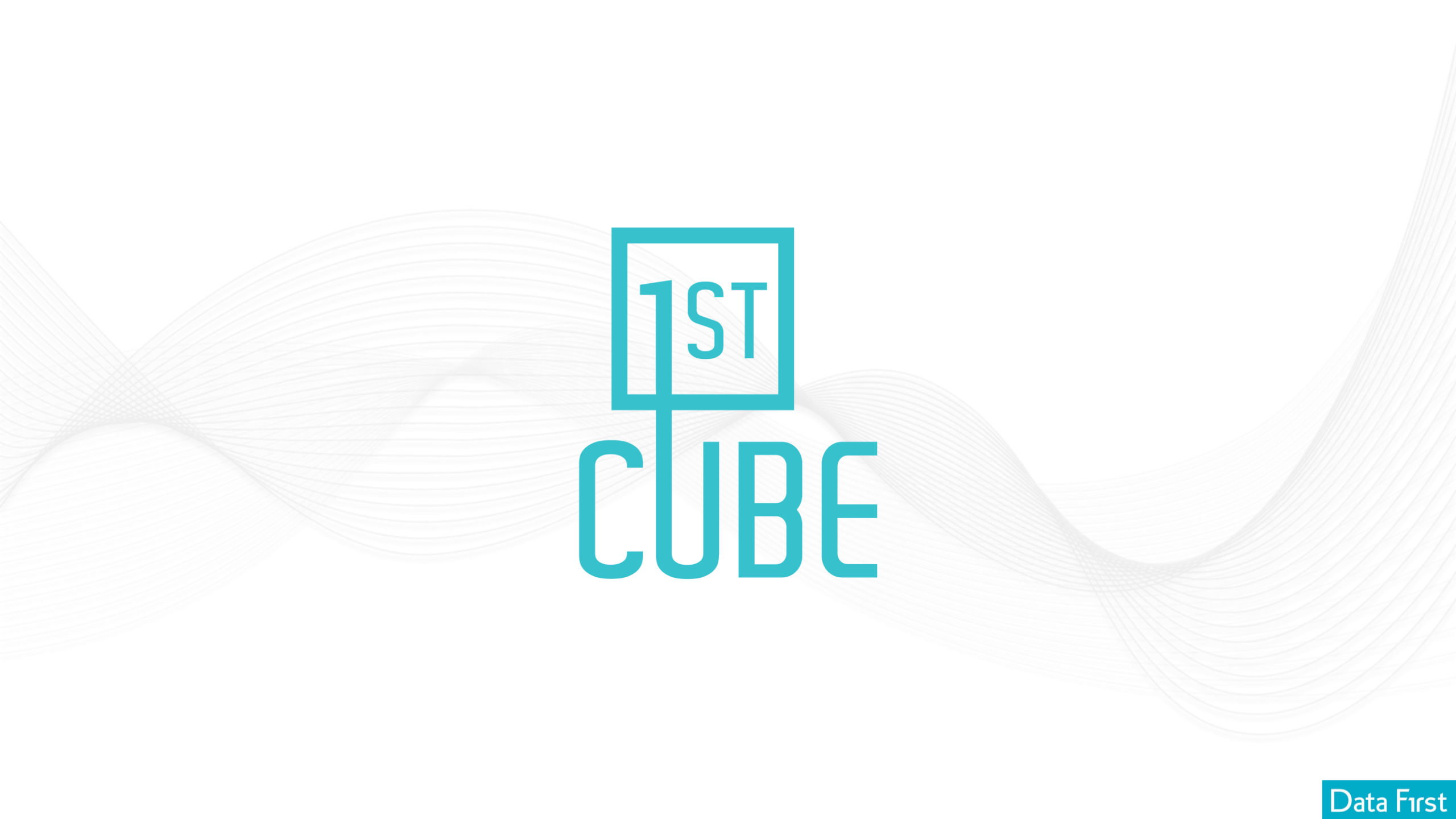
SOCIAL MEDIA

[Facebook](#)

[Website](#)

MORE INFO





1ST
CUBE

The scope of our 2024 information

14

Markets sections

2,560

Face-to-face response
random sampling

60

Categories

3,192

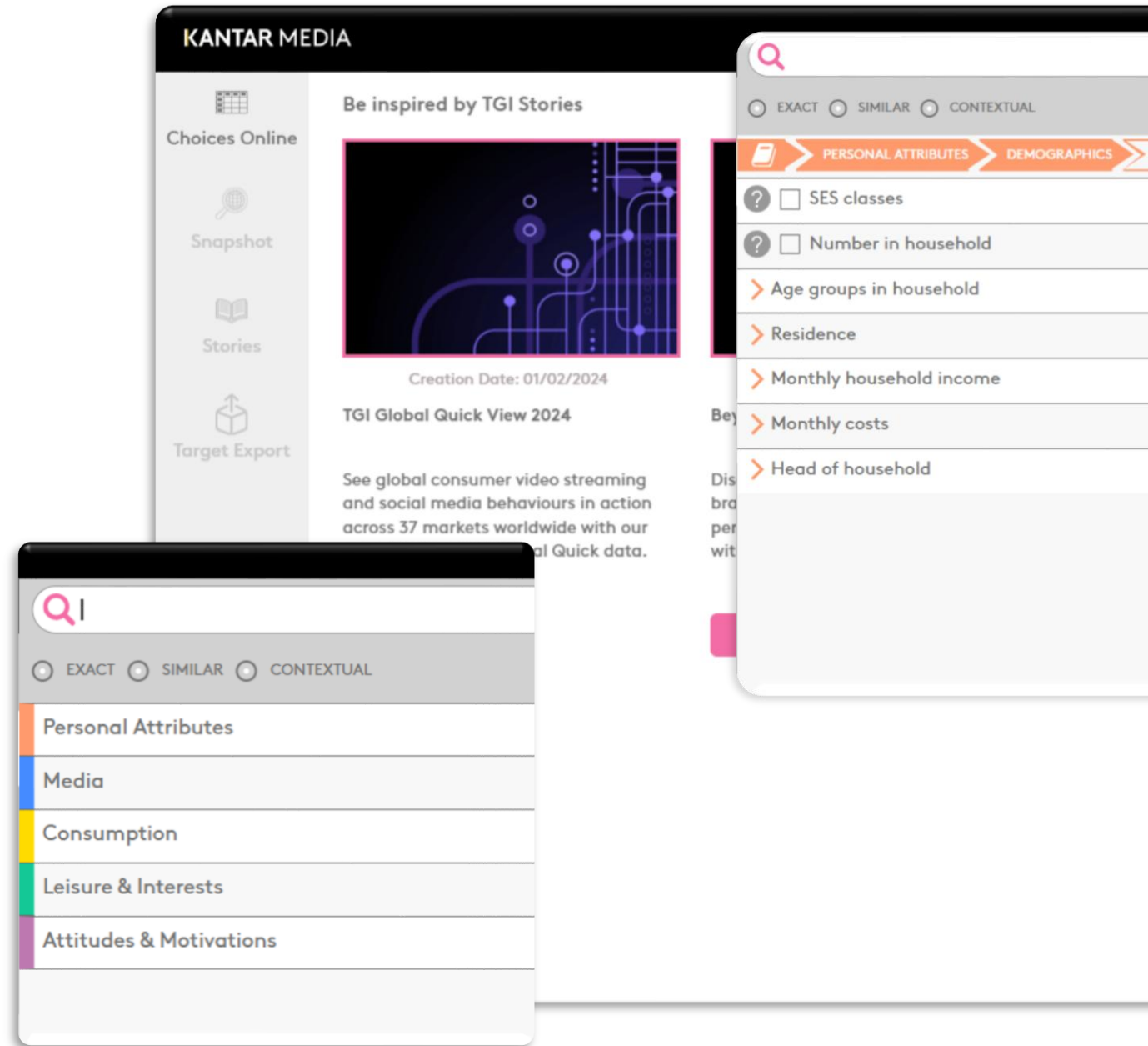
Brands
inc. local brands

5

Regions of Thailand
Bangkok Metro, Central,
Northern, Northeastern,
Southern

49.1 M

Population represented
age 12-64 y/o



From where was this data collected in 2024 ?

Sampling Method

1stCube employs systematic **random sampling based on Gross Provincial Product (*GPP)** method, targeting respondents with higher purchasing power. The survey areas are bounded to a **10 kilometers** radius from provincial centers in **Urban Areas** and extend to **30 kilometers** in **Rural Areas**, following urbanization principles.

Survey Areas

- Northern**
Chiang Mai
Pitsanulok
- Bangkok Metro**
Bangkok / Nonthaburi
Pathum Thani / Samut Prakan
- Northeastern**
Burirum
Ubon Ratchathani
- Central**
Kanchanaburi
Chonburi
(excl. Pattaya, Bang Saen)
- Southern**
Phatthalung
Chumphon



*Gross Provincial Product (GPP) is one of several measures of the size of its economy in the province.

From where was 2024 data collected?

Outline

Profile: 12-64 y/o, Male & Female

Sample Size: 2,560

Approach: Face-to-Face

Sampling: Random

Survey Period: Yearly (around Sep-Oct)

Area: Nationwide (GBKK, North, Northeast, South, Central)

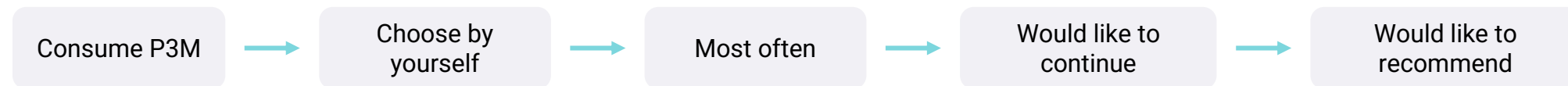
Target Media: OOH, TV, Radio, Magazine, Newspaper, Internet, Cinema, Transit Platform

Target Category: Total 60

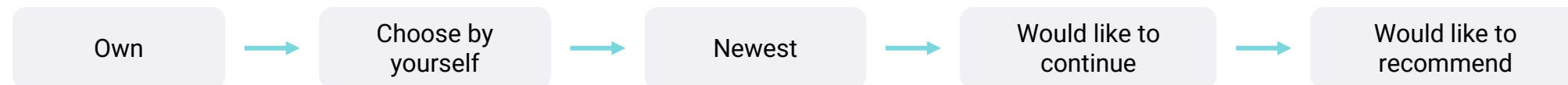
Lifestyle Statements: Total 174 (Lifestyle, Attitude)

Branding Question

FMCG Products



Durable Products



2024 Data Coverage



FOOD



Non-Alcoholic



Alcoholic



Personal Care



Female Product



Homecare
Products



Home Durables



Electronic Device



Motoring



Financial
Services



Baby Products



Silver Gen
Products



Pet Products



Vitamins &
Supplements

FOOD	<ul style="list-style-type: none"> • Confectionary • Bread • Snack • Instant Noodle • Instant Porridge • RTE Foods • Canned Foods • Cooking Condiments
Non-alcoholic Drinks	<ul style="list-style-type: none"> • Yoghurt • Carbonated Drinks • Fruit Juice • Coffee • Tea • Creamer • Milk • Energy Drink • Functional Drink • Electrolyzed Drink • Herbal Drink • Water
Alcoholic Drinks	<ul style="list-style-type: none"> • Beer
Personal Care	<ul style="list-style-type: none"> • Hair Care • Oral Care • Face & Body Skincare

Female Products	<ul style="list-style-type: none"> • Sanitary pad • Underwear • Intimate hygiene product
Vitamins & Supplements	<ul style="list-style-type: none"> • Vitamins/health supplements (tablets, shakes, jelly)
Homecare Products	<ul style="list-style-type: none"> • Laundry Detergent • Dishwashing Liquid • Cleaner • Paper • Mosquito Repellent & Insect Repellent • Termite Repellent
Baby Products	<ul style="list-style-type: none"> • Milk for Children/Formula • Baby Diapers • Baby/Kid body wash • Baby/Kid shampoo • Baby/Kid oral care • Baby Detergent
Silver Gen Products	<ul style="list-style-type: none"> • Adult Diapers

Electronic Devices	<ul style="list-style-type: none"> • Smartphone • Tablet Computer
Home Durables	<ul style="list-style-type: none"> • White Goods
Financial Services	<ul style="list-style-type: none"> • Insurance • Banking/Finance • Electronic Payment • Cryptocurrency
Motoring	<ul style="list-style-type: none"> • Car • Motorcycles • EV Car • EV Motorcycles • Fuel • Tires • Auto Car Service • Lubricant
Pet Products	<ul style="list-style-type: none"> • Pet Food • Pet Snack • Pet Shampoo • Pet Oral care

The scope of our 2023 information

13

Markets sections

2,560

Face-to-face response
random sampling

47

Categories

2,817

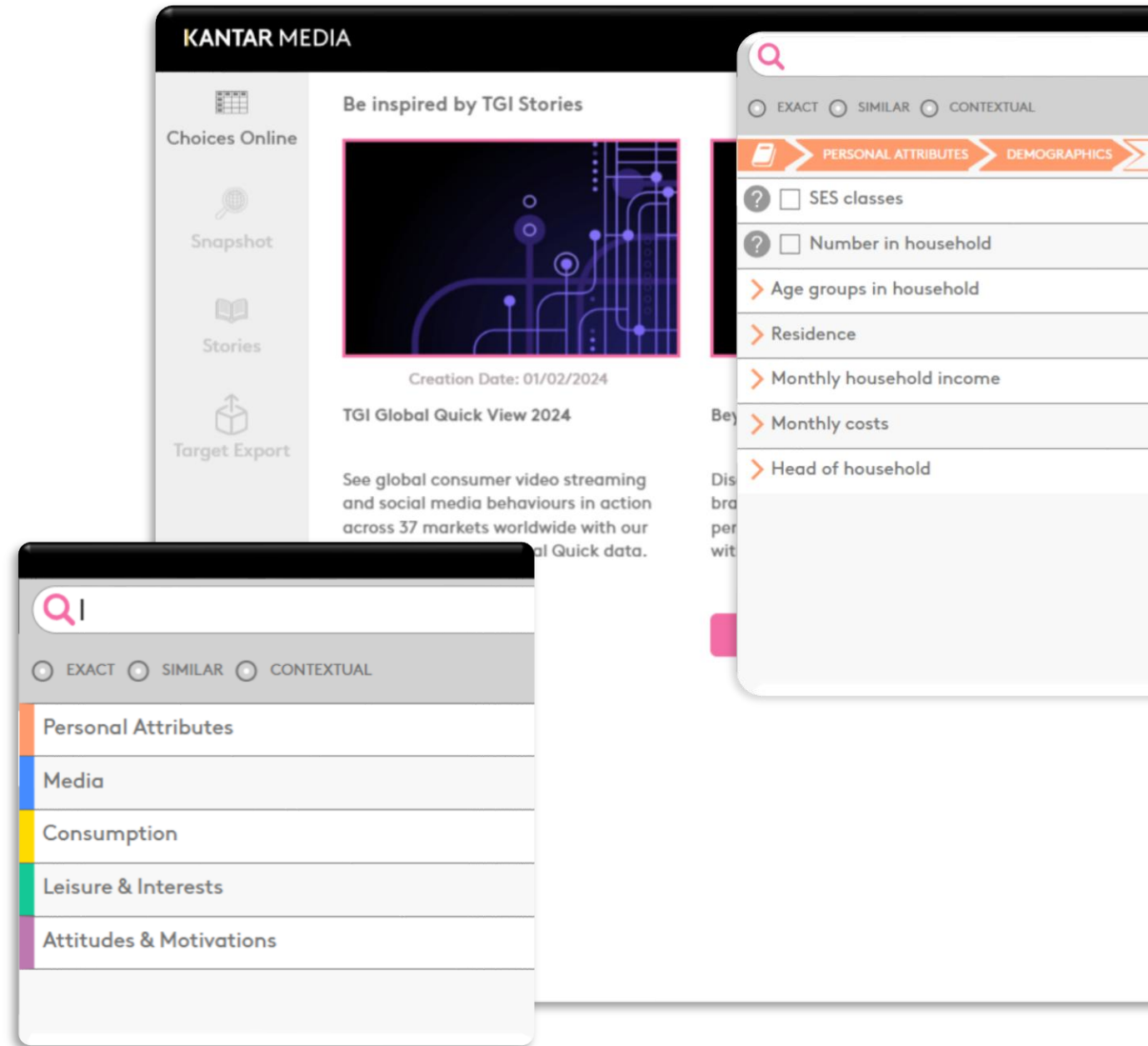
Brands
inc. local brands

5

Regions of Thailand
Bangkok Metro, Central,
Northern, Northeastern,
Southern

52.7 M

Population represented
age 12-64 y/o



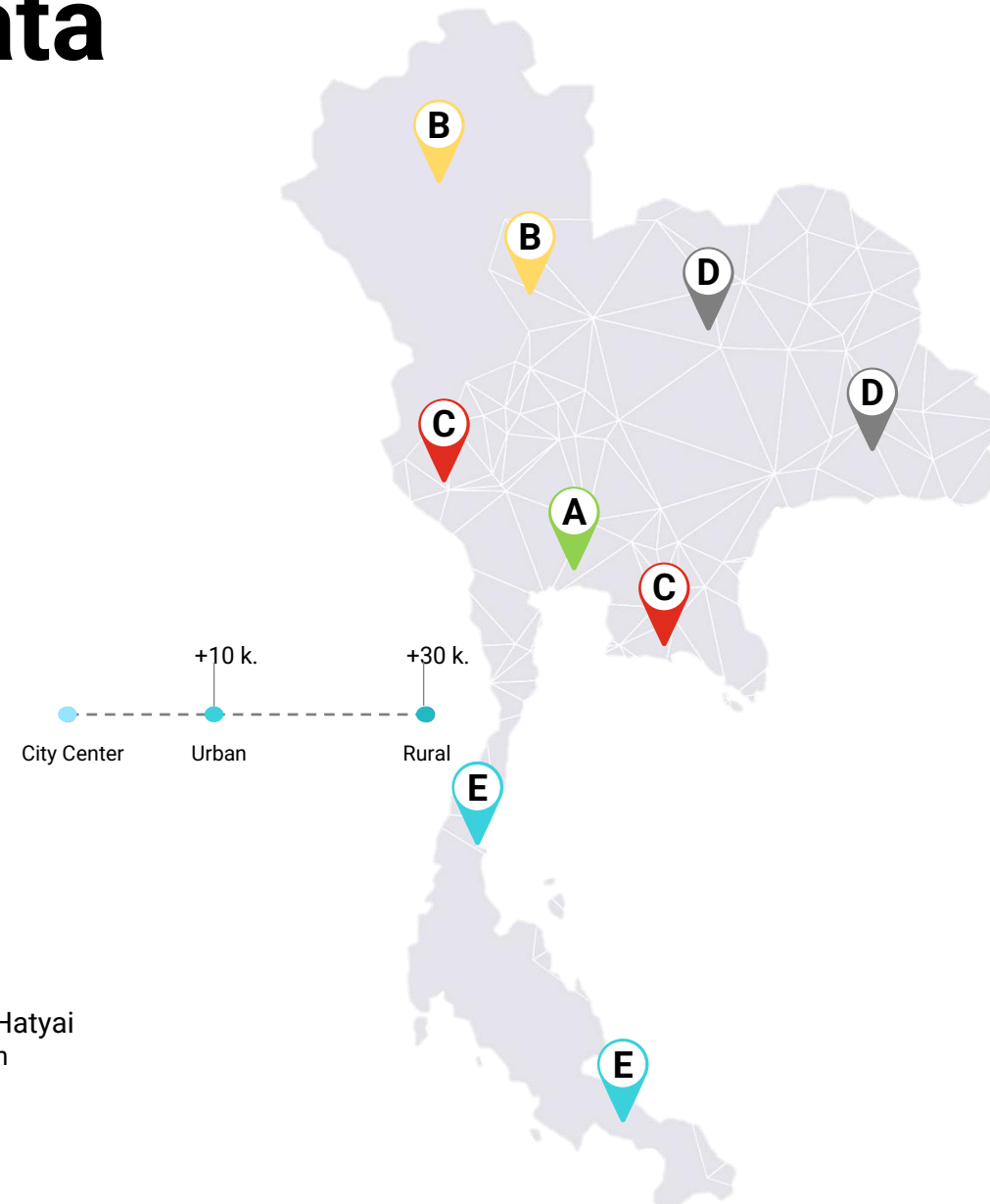
From where was this data collected in 2023 ?

Sampling Method

1stCube employs systematic **random sampling based on Gross Provincial Product (*GPP)** method, targeting respondents with higher purchasing power. The survey areas are bounded to a **10 kilometers** radius from provincial centers in **Urban Areas** and extend to **30 kilometers** in **Rural Areas**, following urbanization principles.

Survey Areas

- Northern**
Chiang Mai
Pitsanulok
- Bangkok Metro**
Bangkok / Nonthaburi
Pathum Thani / Samut Prakan
- Northeastern**
Khon Kaen
Ubon Ratchathani
- Central**
Kanchanaburi
Rayong
- Southern**
Songkla-Hatyai
Chumphon



*Gross Provincial Product (GPP) is one of several measures of the size of its economy in the province.

From where was 2023 data collected?

Outline

Profile: 12-64 y/o, Male & Female

Sample Size: 2,560

Approach: Face-to-Face

Sampling: Random

Survey Period: Yearly (around Sep-Oct)

Area: Nationwide (GBKK, North, Northeast, South, Central)

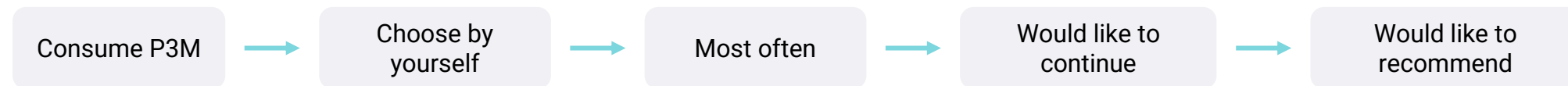
Target Media: OOH, TV, Radio, Magazine, Newspaper, Internet, Cinema, Transit Platform

Target Category: Total 47

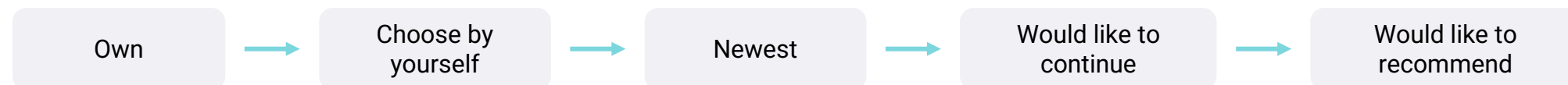
Lifestyle Statements: Total 202 (Lifestyle, Attitude)

Branding Question

FMCG Products



Durable Products



2023 Data Coverage



FOOD



Non-Alcoholic



Alcoholic



Personal Care



Cosmetic



Homecare
Products



Home Durables



Electronic
Devices



Motoring



Financial
Services



Baby Products



Silver Gen
Products



Pet Products

2023 Market Section

13 market sections, 47 categories and over 2,817 brands

FOOD	<ul style="list-style-type: none"> • Confectionary • Instant Noodle • Instant Porridge • RTE Foods • Cooking Condiments
Non-alcoholic Drinks	<ul style="list-style-type: none"> • Yoghurt • Carbonated Drinks • Fruit Juice • Coffee • Tea • Milk • Energy Drink • Functional Drink • Water
Alcoholic Drinks	<ul style="list-style-type: none"> • Beer • Cocktail Drinks
Personal Care	<ul style="list-style-type: none"> • Hair Care • Oral Care • Skincare
Cosmetic	<ul style="list-style-type: none"> • Cosmetics • Female Products
Homecare Products	<ul style="list-style-type: none"> • Laundry Detergent • Dishwashing Liquid • Cleaner • Paper • Insect

Baby Products	<ul style="list-style-type: none"> • Milk for Children/Formula • Baby Body Wash • Baby Diapers • Baby Detergent
Home Durables	<ul style="list-style-type: none"> • White Goods
Silver Gen Products	<ul style="list-style-type: none"> • Adult Diapers • Vitamins & Supplements
Financial Services	<ul style="list-style-type: none"> • Insurance • Banking/Finance
Electronic Devices	<ul style="list-style-type: none"> • Digital Camera • Mobile Phone • Notebook • Tablet Computer
Motoring	<ul style="list-style-type: none"> • Car • Motorcycles • Fuel • Tyres • Auto Car Service • Lubricant
Pet Products	<ul style="list-style-type: none"> • Pet Food • Pet Care