

Think with Google

YEAR IN SEARCH 2022



THAILAND

Look back to move your marketing forward

Thais have weathered three years of disruptive changes. Searches in 2022, however, point to how they are now standing their ground during waves of uncertainty. They're seeking to live life on their own terms and looking to be in control of their identities, lifestyles, and what they value.

INTRO

We've noticed this shift as we analyze billions of searches every year to help marketers uncover what lies beneath our collective consciousness, and how it moves us all to act.

We've identified three key insights about Thais based on what's top of mind for them as they search. In this report, we dive into the insights, what they mean for your brand, and how you can strengthen your marketing strategy for the year ahead.

Year in
Search 2024

THEME 1



Soul searching

SOUL SEARCHING

After three years of uncertainty, Thais are reimagining who they are, and who they can be, on their own terms. They're finding pride in their local traditions and culture, while remaining plugged into cultures and trends beyond their own.

Following on the heels of the Great Resignation, the Great Exhaustion is prompting them to focus more on their well-being, and upskilling themselves to land better opportunities.

Soul searching

1.1

Cultural Identity

CULTURAL IDENTITY



Globally connected, locally focused.

We're seeing that Thais desire to be a part of global culture but are also celebrating traditions and victories that are uniquely Thai.

Search interest in **soft power** rose by 500%, as Thais tried to understand what it is and what it means for their country.

Nostalgia saw the return of **Y2K** globally, prompting 370% search growth of the trend in Thailand.



🔍 ขนมบ้าบิ่น 🎧 +240%

Search interest in the popular Thai grilled coconut dessert “ขนมบ้าบิ่น” (Kanom Ba Bin) leapt by 240%, as it returned to the Thai culinary spotlight.

Global sports, national pride.

Thais are especially finding national pride in their sportspersons, leading to an all-time high in searches, as their teams break records while representing Thailand.



Following their victory at the AFF Championship, search interest in **Thailand national football team** grew by 230%.

While search interest in **Thai women's national volleyball team** surged by 170%, after an 8th place finish at the Volleyball Nations League (their best performance).

+230%

+170%

1.2

Professional Identity

Harmony between work and home life.

Work and home life continue to be parts of a whole but people are now seeking a harmony between the two, even if it means resigning from their jobs.

🔍 เปลี่ยนงาน 🎙️ +30%

Thais began to think about other jobs, as search interest in “เปลี่ยนงาน” (change jobs) grew by 30%.

Search interest in
work-life balance
also rose by

+100%

Upskilling and entrepreneurship.

People are expanding their skills and continuing their formal education.

🔍 python 🎤 +30%

🔍 javascript 🎤 +40%

🔍 เรียนต่อ 🎤 +30%

(continue study)

1.3

Personal Identity

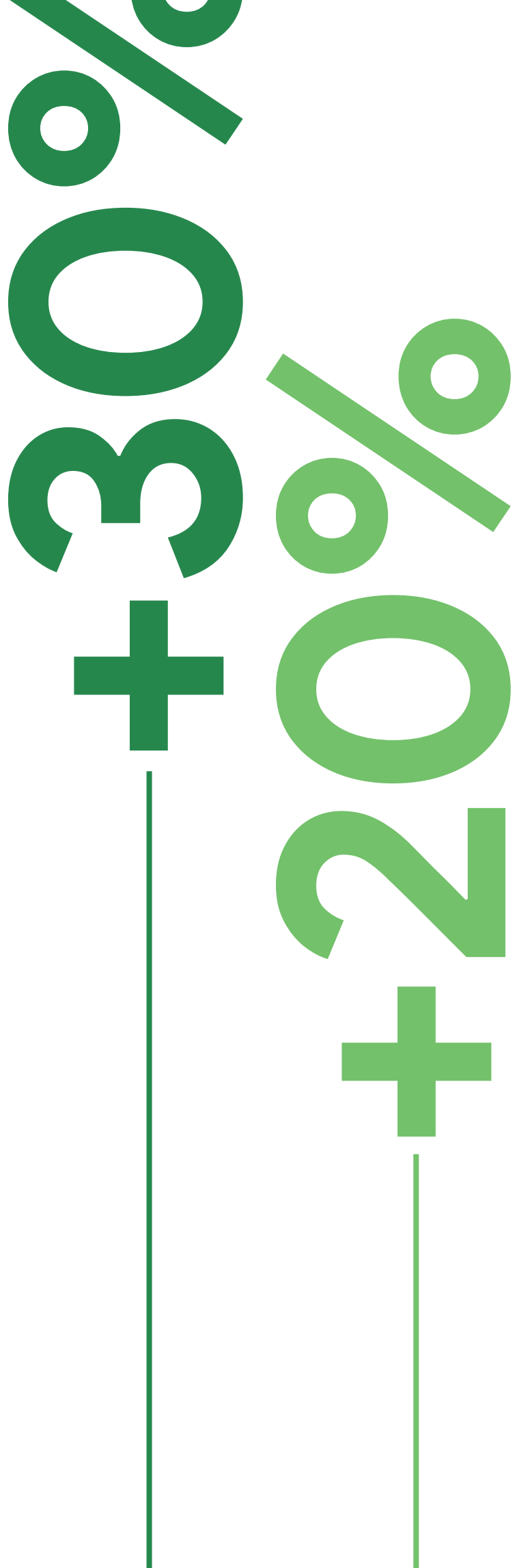
Taking better care of themselves.

Searches for various forms of self-care are growing, including ways to handle stressors like cyberbullying. Some 23% of people in Southeast Asia say they plan to spend more on self-improvement, including wellness, health and fitness, and education.¹



Search interest in
“cyberbullying” grew by 70%.

Search interest in
occupational burnout
grew by 30% in
Thailand, while search
interest increased by
20% in Singapore,
Indonesia, Malaysia
and Australia.





Embracing diverse identities.

Interest in diverse lifestyles is growing, as Thais are realizing that they only strengthen our understanding and appreciation of the world.

Search interest in **LGBTQ** grew by 110%, an all-time high.

Search interest in **Gen Z** rose by 40% vs flat growth in searches for **millennials**.

+8000%

Search interest in **สมรสเท่าเทียม**
(equal marriage) surged
by 800%, after the relevant
draft legislation passed the
first reading on the floor of
the House of Representatives.



Marketing implications

01

Develop inclusive marketing strategies as a mindset, not a checkbox.

For marketing to feel truly inclusive and accessible, brands must think of consumers as individuals with richly-layered identities when crafting stories and conversations to engage them. Challenge stereotypes and avoid oversimplification; opt for nuanced narratives and reflect intersectionality in your messages instead. For more tips, check out Think with Google's inclusive marketing best practices.

+80%

More than 80% of Gen Zers in APAC would pay more for a product if the brand supports an issue they care about.²



Source: 2. McCann Worldgroup, global 'Truth About Generation Z' study, August 12, 2021.

Brand Example

dtac created an ad that showcased people with disabilities as the autonomous, ambitious and talented individuals that they are. An empowering and inspiring creative, created in consultation with representatives from the disabled community, and coupled with YouTube's diverse reach, allowed the brand to "go beyond (dis)abilities into possibilities altogether."

dtac achieved a best-in-class ad recall lift at 51.9% and a click-through rate that is 2.2x more than the industry average.



02

Think outside the (Search) box.

Recent innovations in Search are helping consumers find what they're looking for in more natural and intuitive ways. As people increasingly rely on multisearch and search with images and text together, investing in compelling image assets can supercharge your brand by creating new opportunities to respond to people's diverse identities and needs.

Brand Example

Muang Thai Life Assurance captured the attention of their diverse consumer base by leaning on Image Extensions on Search. It matched the creative to the audience segment, leading to an 11% increase in click-through rate, while cost per click reduced by 27%.



-27%

cost per click



Look ba

to move

the market

forward

THEME 2



Value hunting

VALUE HUNTING

Amid economic uncertainty, people are reassessing what they consider to be of value. We're seeing that sustainability has now entered the value equation for Thai consumers, as they strive to make more eco-conscious decisions. Price and trust in a brand continues to be driving factors when making a purchase: Thais continue searching for clear indications of whether a brand provides quality service and reliable products.

Value hunting

2.1

Seeking Value and Knowledge

People are evaluating their buying options.

As costs rise, people are carefully considering how and when they spend, seizing the right moment for the best deals.

Search interest in **ถูกที่สุด** (lowest price) grew by 100%, as macroeconomic trends and an increase in cost of living resulted in the continued growth of budget shopping in Thailand.

Search interest in **จ่ายทีหลัง** (pay later) rose by 100%.

Seeking greater economic literacy.

With the global economy remaining uncertain, Thais are looking to boost their financial knowledge — be it learning about inflation, looking for financial assistance to get them through, or monitoring the price rise of the essential item itself.



Search interest in “เงินเฟ้อ” (inflation) grew by 140%.

Search interest in **ค่าครองชีพ** (cost of living) rose by 40%, with rising search interest in Thai government schemes that alleviate cost of living.

Search interest in **ราคาน้ำมัน** (price of gas) surged by 100%.





2.2

Saving Money and the Planet

Sustainability begins to show its value.

With the introduction of the Bio-Circular-Green Model (BCG Model) by the Thai government for post-pandemic recovery, and its endorsement at this year's APEC Summit, people are increasingly placing value on purchasing products that support sustainability.

As consumers search for more environmentally friendly vehicles, search interest in **electric car** grew by 90% in Thailand, and 50% growth in search interest in **charging station**.



In fact, 39% of Thais declared willingness to pay more for a sustainable product or service if given the option.³

In light of rising cost of goods, they're also discovering that products good for the planet are also easy on their wallets in the long run.



+330%

Search interest in **net zero** rose by 330%, as businesses and the Thai government became determined to reduce their impact on the environment.

2.3

**Trusted
Brands
Above
All Else**

25

As economic concerns mount, consumer trust remains ever more imperative for brands.

Shoppers enter the messy middle with doubt and skepticism, and they're scrutinizing brands and products for lasting quality in their search for day-to-day necessities.

89% of Thais want to trust in the brand before purchasing.⁴

Among Southeast Asian consumers, three of the top five factors influencing purchase decisions — positive reviews, established brands, and return/money back guarantees — are all strong signals of consumer trust.⁵

Source: 4. Google commissioned Kantar/Quantum Report: "Emotional Value of Search 2022". E4. To what extent do you agree with each of the following statements? Base: Those who have purchased or intend to purchase from the vertical within 12 months TH, All verticals n=1200

5. Google-Kantar Shopper Pulse SEA, August 2022. Base: Researched and purchased product in P2M, Home appliances/White Goods Total n=420, ID n=84, SG n=84, TH n=84, VN n=84. PH n=84.



+40%

Search interest in
extended warranty for
the top two smartphone
brands grew by 40%.

+30%

While search interest in
น่าเชื่อถือ (trustworthy)
increased by 30%, as
brand trust remains
top of mind.

01

Provide value as customers define it.

When people reconsider their budgets, they're also reassessing brands.

Trustworthy reviews and budget-friendly, sustainable offerings can help build loyalty, and gain brand consideration among potential switchers.

02

Use AI-powered ad solutions to stay nimble as trends shift.

To keep pace with how people are navigating shifts in prices, your brand can use AI-driven ads to immediately deliver the best deals to people as they search for affordable – and trusted – options. Adopt a “tried-and-new” approach that blends traditional Search best practices with Google’s AI-powered products. For example, combining value-based bidding with broad match keywords will help your brand show up in new, high-performing queries.

80%

of Google advertisers around the world now use automated bidding to unlock Search's full potential.⁶



Source: 6. Google Internal Data, Global, March 16, 2021 to April 12, 2021.



Brand Example

To help consumers on their new car journey, **Mitsubishi** harnessed the capabilities of broad match on Search. It captured generic searches such as “ตารางผ่อนรถ” (car loan payment table) and “ออกรถใหม่” (picking up a new car) to grow online leads by 191% and reduce cost per conversion by 65%.

Brand Example

To reach more Thais, help them manage their finances during uncertain times and discover financial options available to them, **ttb** supplemented its Search strategy with Discovery Ads and AI-powered solutions like Performance Max. It maximized brand presence across all Google touchpoints to reach the right customers at the right touchpoint.

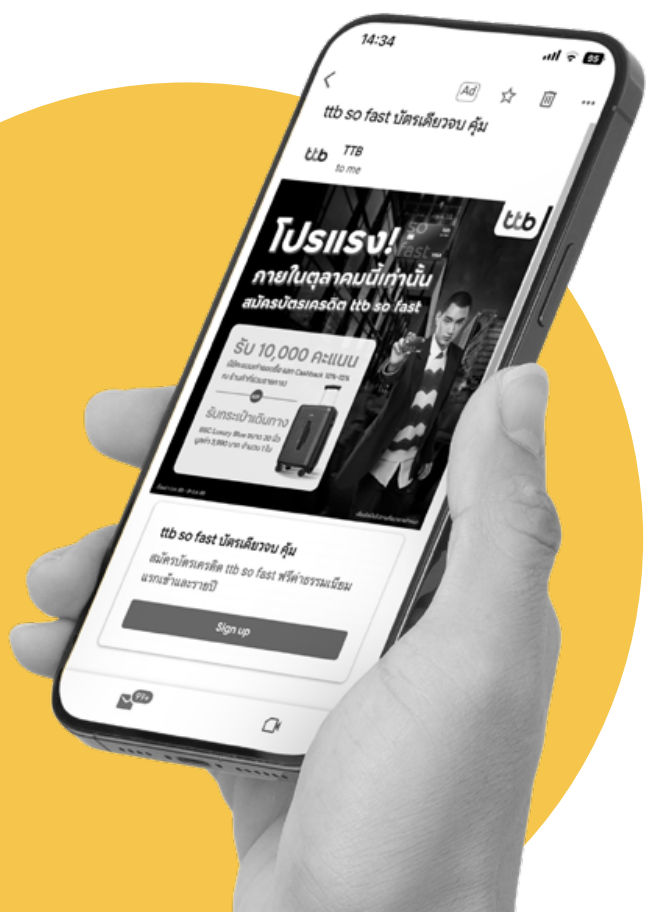
The result:

-29%

decline in average cost per acquisition compared to only search ad campaign.

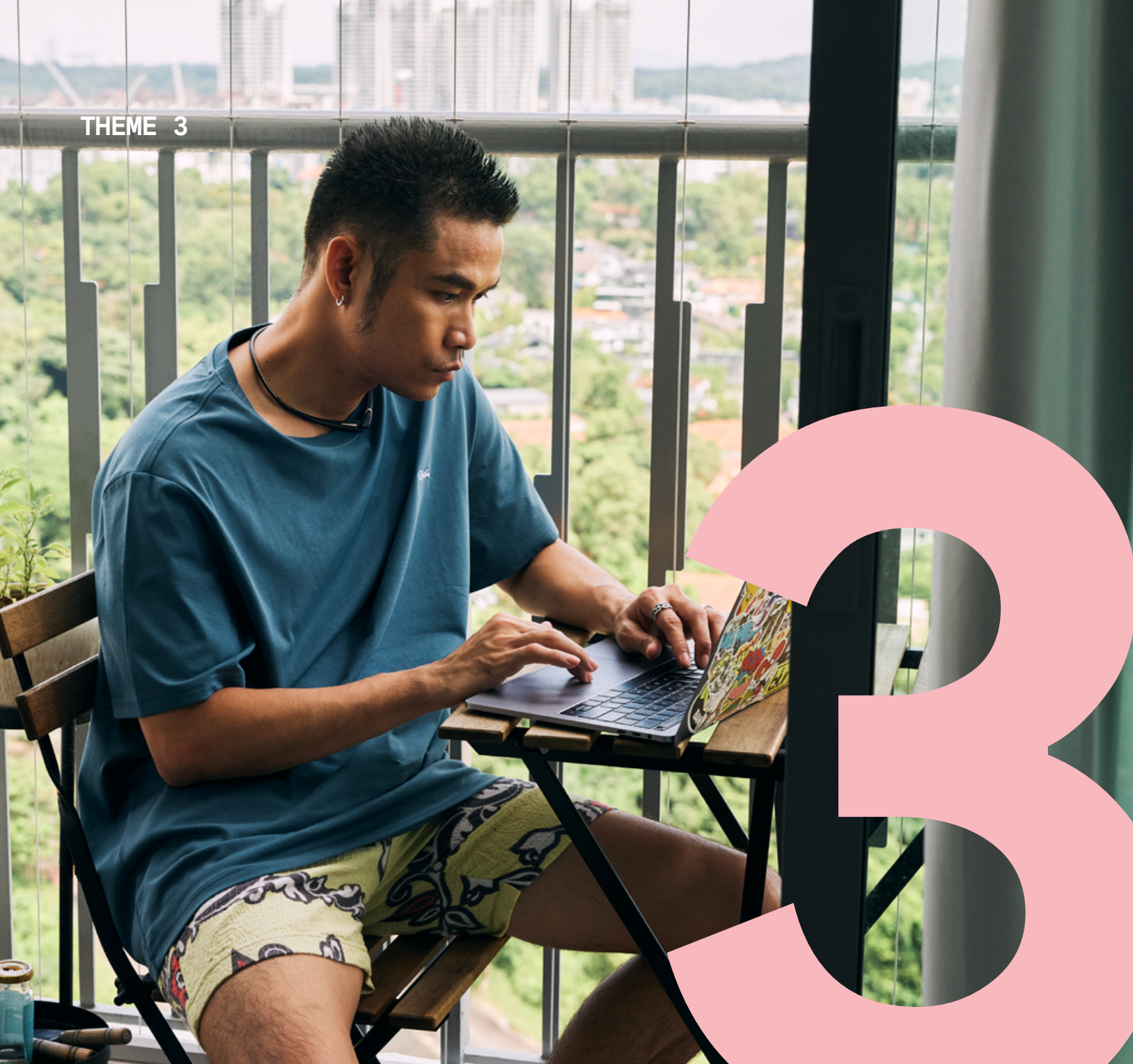
+95%

increase in incremental conversions from non-Search solutions.





THEME 3



Finding
joy

In the face of constant waves of disruption, people in Thailand are realizing that they don't want to put their lives on hold any longer. They're finding ways to enjoy life's **little pleasures**. To enrich their lives, Thais are embracing the convenience of digital services and the unique magic of offline experiences. As Thailand's digital economy approached \$35 billion in 2022, we see rising search interest for services like telehealth and instant delivery. At the same time, live concerts are back on the calendar, and social experiences like group cooking and dining together are back on the menu. Thais are planning these activities online, suggesting their offline and online lives are now fully merged.

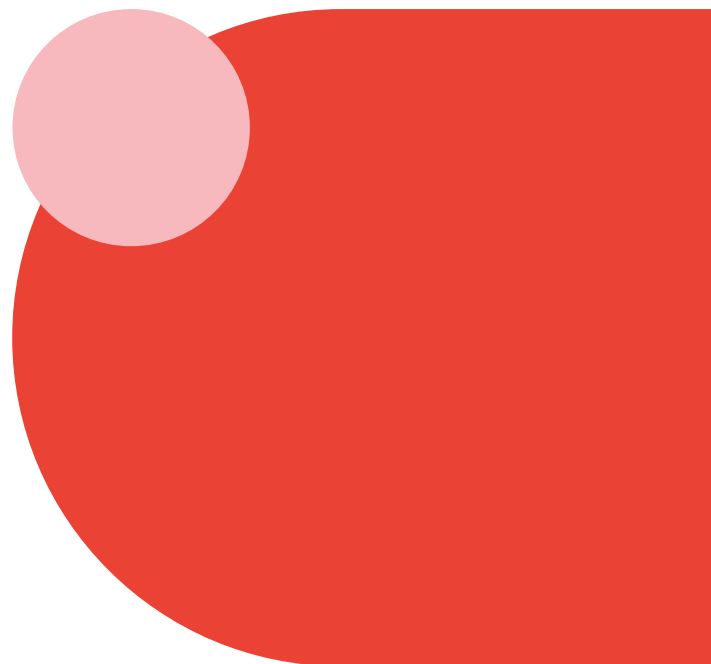
Finding
joy

3.1

Revenge
of the
Normal

Rise of the revenge consumer.

Thais are looking to make up for lost time by “revenge spending” on experiences they’ve missed out on over the past few years. Be it cooking and feasting on a Japanese BBQ or playing sports, they are determined to find joy and inspiration again, and to share these experiences with their loved ones.





The hunt for group culinary adventures has lead to a 110% increase in searches for **ปิ้งย่างใกล้ฉัน** (barbecue restaurant near me).

While search interest in **ชาบู ใกล้ฉัน** (Shabu restaurant near me) grew by 70%.

A man with short dark hair and a small hoop earring is sitting on a light-colored fabric sofa. He is wearing a teal t-shirt with the brand name 'Raydon' on the left chest. He is holding a red smartphone in both hands and looking down at the screen. Behind him are two large orange cushions. To his right, a patterned blanket is visible. The background shows a window with a view of greenery outside.

+80%

Search interest in **สนามกอล์ฟ ใกล้ฉัน**
(golf course near me) increased by 80%.

3.2

**Travel
Resumed,
Even if it's
Budget**

Thinking global, traveling local.

In 2022, demand for travel surpassed 2019's pre-pandemic levels across most of APAC, including Thailand.⁷ But travelers are budget-conscious. Intent to travel internationally has risen over the past year however, supply constraints and inflated prices have dampened actual recovery. Domestic travel, therefore, remains an attractive alternative and continues to grow.

Search interest in **ตั๋วเครื่องบินราคาถูก** (cheap plane tickets) grew by 70% vs a 30% rise in search interest in **ตั๋วเครื่องบิน** (plane tickets).

TRAVEL RESUMED, EVEN IF IT'S BUDGET | INSIGHT 1



+100%

As borders reopened, search interest in

ทัวร์ต่างประเทศ (overseas tours) grew by 100%.

Top trending searches for domestic travel destinations

- 1 Bangkok
- 2 Suphanburi
- 3 Hua Hin
- 4 Chiang Mai
- 5 Rayong
- 6 Pattaya
- 7 Chonburi
- 8 Khao Yai
- 9 Ratchaburi
- 10 Pranburi



Top trending searches for international destinations

- 1 Singapore
- 2 Vietnam
- 3 Laos
- 4 Japan
- 5 Korea
- 6 Taiwan
- 7 Tokyo
- 8 Georgia
- 9 Malaysia
- 10 Sapa



TRAVEL RESUMED, EVEN IF IT'S BUDGET | INSIGHT 1



3.3

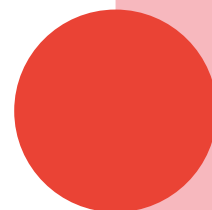
Using Online
to Simplify
the Offline

Merging online with offline.

People are increasingly savvy about which channels they use to better their experiences. They're using digital services in bigger ways, to make their lives easier and better facilitate their offline experiences to save time.

Online activity search trends:

Search interest in **telemedicine** saw an uptick of 50%.



🔍 ดูกีฬาสด ออนไลน์ 🎧 +70%
(watch live sports online)

Offline activity search trends:

To facilitate offline activities, search interest in จองร้านอาหาร (restaurant reservation) rose by 70%.

Similarly, search interest in จองคิว (reserving queue) increased by 60%, with a rising search interest in pre-booking passport renewal, and drivers' license renewal appointments.



Online privacy becomes a priority.

With Thais spending more time online and the Personal Data Protection Act (PDPA) coming into effect in 2022, they are eager to learn about data privacy, and taking steps to protect themselves online. Over 7 in 10 Thai consumers agree that online privacy is an important topic right now and that security of their personal information is important to them.⁸

Search interest in **PDPA** soared by

+300%



+1060%

Search interest in **เบอร์ มิจฉาชีพ**
(scam phone numbers) spiked by 1060%.

Marketing implications

01

Respond to consumer demand and preferences in real-time.

Search trends shows us how people are feeling and what consumers are looking for. Use [Google Ads Insights](#) page to identify new and changing consumer demands, and respond quickly. Check out the [privacy playbook](#) to help you prepare for the new privacy landscape and respond to shifting consumer expectations around data privacy.

02

Rethink online and offline boundaries to meet your shoppers wherever they are.

Today's customers are living — and shopping — in a channel-less world, making a frictionless omnichannel strategy more important than ever. Globally, search interest for **in-store** nearly tripled since the beginning of 2022.⁹ At the same time, 90% of consumers in surveyed APAC markets expect retailers to sell their products online, and even those who purchase offline still refer to at least one digital channel for research.¹⁰

Use **Performance Max campaigns** to promote your products or services across Google's advertising channels and inventory by creating one easy-to-manage campaign.

Source: 9. Google Trends, Worldwide, Shopping Category, Jan 1, 2022–Nov 3, 2022.

10. Google-commissioned Ipsos COVID-19 tracker, AU, BR, CA, CN, FR, DE, IN, IT, JP, MX, RU, ZA, KR, ES, U.K., and U.S., n=500–1,000 online consumers 18+ per market, Dec. 2–5, 2021.



Brand Example

Lotus's, Thailand's largest hypermarket chain, wanted to tap into consumer buying behavior trends to increase its online sales. It made use of Performance Max with Product Feeds solution to drive customers to their Shopee Official Store and boost conversions. By unleashing the power of AI, Lotus's ensured the most relevant creative assets reached their audiences, improving incremental return on ad spend on their Shopee store by 153% and reducing the cost-per-click by 50%.

The marketing tips that we've shared here will help you unlock consumer trends in Thailand, and find business growth through Search and marketing innovations. We'll continue to share more of such important consumer trends and marketing strategies throughout the year on [Think with Google](#), so stay subscribed for the latest insights.

All Google Search data points included in this report are from Google Trends, 1 Sep 2021-31 Aug 2022 vs. 1 Sep 2020-31 Aug 2021, year over year, Thailand, unless otherwise indicated.

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