

THAILAND

DIGITAL ADVERTISING SPEND

2022



KANTAR

Speaker



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Mediabrand Digital/ Matterkind



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Publicis Media



Chanchai Pongsanan

Head of Performance Marketing
Dentsu International (Thailand)

Introduction

According to global market research company GWI, in Quarter 3 of 2021, people in Thailand spent as many as 9 hours and 6 minutes on average daily on the internet. They also used social media at a high rate with an average of 2 hours and 59 minutes spent on social media platforms daily. Similarly, the analysis by Kepios reveals that the number of social media users in Thailand increased by 1.9 million, or 3.4%, from 2021 to 2022.

Based on GWI data, there were as many as 50 million Thai people on Facebook and 42.8 million on YouTube. For TikTok, Messenger, Instagram, and Twitter, the rates are 35.8, 35.7, 18.5, and 11.5 million, respectively.

These trends are proof of the fast digitization of the current consumer landscape and marketers are rapidly adapting. Digital advertising spend in Thailand continues to grow at a pace of 7%, and is expected to reach THB 26 Billion by the end of 2022.

In partnership with KANTAR, DAAT provides this data on a bi-annual basis.

**This report presents the data of the actual spend for 1H and forecast for 2H of 2022.*

Methodology

Market research consultancy firm KANTAR INSIGHTS THAILAND has collected and processed the data used in this report from 39 agencies via an online survey. The data is aggregated to reflect total levels, and split by type of digital advertising, platforms, and by industries. To maintain the confidentiality of all client information, all data is collected via an anonymous process and purely based on internal records of advertising spend.

About DAAT

The Digital Advertising Association of Thailand (DAAT) was founded in 2012 with the objective to benefit the industry, companies and consumers under the same direction. With collective support, advertisers should elevate the industry at the highest levels in the future.

To support this objective the Association has been collecting and publishing digital advertising spending data since 2013. The reports keep track of the growth of spending on digital advertising in Thailand and are a valuable source of information to anyone in the advertising industry who wants to better understand the role of digital channels in the advertising landscape.



Agencies

The audit was conducted in July 2022.

Digital advertising spend data was submitted by 39 agencies.

- | | |
|--------------------------------------|---|
| 1 Adapter Digital | 21 Kinesso |
| 2 Brilliant & Million | 22 mSix & Partners |
| 3 Carat (Thailand) | 23 MCFIVA (Thailand) |
| 4 Dentsu McGarryBowen (Thailand) | 24 Media Intelligence |
| 5 Dentsu X (Thailand) | 25 MediaCom (Thailand) |
| 6 Digital Homemade by the sun | 26 Mindshare (Thailand) |
| 7 Digitas | 27 mInteraction |
| 8 Fareast Fameline DDB | 28 Omnicom Media Group |
| 9 Flexmedia iProspect (Thailand) | 29 Prakit Holdings Public Company Limited |
| 10 Grey (Thailand) | 30 Rabbit's Tale |
| 11 GroupM | 31 Saatchi & Saatchi |
| 12 Hakuhodo International (Thailand) | 32 Showroom111 |
| 13 I-DAC (Bangkok) | 33 Starcom MediaVest Group |
| 14 IPG Advertising - Mediabrands | 34 The Leo Burnett Group (Thailand) |
| 15 IPG Advertising - BPN | 35 Viset Corp |
| 16 IPG Advertising - Ensemble | 36 Wavemaker |
| 17 IPG Advertising - Initiative | 37 Winter Agency |
| 18 IPG Advertising - Reprise | 38 Wunderman Thompson |
| 19 IPG Advertising - UM | 39 Zenith (Thailand) |
| 20 Isobar (Thailand) | |



Remark:
 Reported numbers are based on reported spending data of a sample of 39 agencies. DAAT estimates that the sample of agencies represents 80% of spending in the market. The numbers presented on this page are upgraded proportionally to reflect 100% of the market.



59

Categories deep dive to enable opportunities for marketers

17

Disciplines to explore digital trends

Industry Sectors

Agencies have provided data split by the following industry sectors of the advertised brands.

Category	Industry
Finance & banking	Banks
	Insurance
	Credit/Debit Cards
	Finance Services
Technology & Electronic	Communications & Devices
	Computers
	Audio/Visual Electrical Products
	Electrical Products (Non Audio/Visual)
Food & Beverage	Alcoholic Beverages
	Non-Alcoholic Beverages
	Seasoning Products
	Snack Foods
	Dairy Products & Dairy Substitute Prod.
	Bakery & Chocolate/Wafers/Biscuits
	Dietary Products
	Vitamins & Supplementary Foods
Foodstuffs	
Shops	Food Outlets & Restaurants
	Retail Shops
Online Commerce	E-commerce Business

Category	Industry
Education	Educational Institutions
Clothing	Clothing & Underwear
	Footwear
Personal care	Cosmetics
	Skin-care preparations
	Personal Accessories
	Toiletries
	Hair Preparations
Household care	Oral Products
	Household Cleaners
	Household Equipment & Furnishings
Automotive	Household Insecticides & Pesticides
	Motor Vehicle Accessories
	Motor Vehicle Dealers & Rentals
	Motor Vehicles
	Motorcycles & Bicycles
	Oil & Lubricants
	Petrol
Tyre	
Housing	Real Estate
	Furniture & Furnishings
Pharmaceuticals	Pharmaceuticals
Pet products	Pet Foods & Pet Products
Travel	Transportation
	Travel & Tours
Others	Photographic Products
	Office/Business Equipment
	Sundries
	Entertainment & Leisure
	Multi Sections Advertising
	Media & Marketing
	CD/DVD (Musical & Film Products)
	Agricultural Products
	Building Material & Machinery
	Government & Community Announcement
	House Ads
	Classified
	Jewelry& Accessories
	Websites/Websites and marketplace

Disciplines

Agencies have provided spending data on the following 17 digital advertising disciplines:

Facebook Ads	All Facebook ads product, installed App ads, Facebook Audience Network, Facebook Messenger
Instagram Ads	Display or video ads bought only for Instagram (100% separated from Facebook)
YouTube Ads	All YouTube ads product including display, overlay, skippable/non-skippable video, sponsored card
Display	Google Display Network, website banners displayed on website or applications
Online Video	Non-YouTube/Facebook Video ads on website or online video streaming applications e.g. Mellow, Netflix, Viu
Creative Production	Online Video production, web banner production, application production, and service and management
Search	SEO, SEM, Mobile Search
Social	Content sponsorship, digital PR, advertorials, and influencers
LINE	All LINE ads product e.g. official account, LINE TV, LINE stickers, game
Native Ads	Paid ads that match the look, feel and function of the media format in which they appear e.g. feeds, search, widgets, promoted listing.
Twitter Ads	All types of Twitter ads that use to promote account, tweet or trend, including display and video format
Instant Messaging	All types of ads via instant messaging applications e.g. Whatsapp/WeChat/Kakao account/campaign management and push messaging application
Affiliate Marketing	All types of ads via automated marketing program leading customers to click on affiliate links including pay-per-click, pay-per-lead, and pay-per-sale.
TikTok Ads	All types of TikTok ads, including display and video format
E-Commerce	All types of ads booked on e-commerce sites/ platforms/ marketplaces, such as Shopee, Lazada, JD, etc.
Online Audio	Non-YouTube/Non-Facebook/Non-Line Audio ads on website or online audio streaming apps e.g. Spotify, Plern, Joox, Youtube Music
Others	Other online advertising

Sub-Disciplines

Display

Display Direct

Display Ad Network

Display Programmatic

Online Video

Online Video Direct

Online Video Ad Network

Online Video Programmatic

YouTube Ad

YouTube Ad Desktop Display

YouTube Ad Mobile Display

YouTube Ad Desktop Video

YouTube Ad Mobile Video

Facebook Ad

Facebook Ad Desktop Display

Facebook Ad Mobile Display

Facebook Ad Desktop Video

Facebook Ad Mobile Video

Instagram Ad

Instagram Ad Display

Instagram Ad Video

Creative

Creative Video Production

Creative Web Banner & App Production

Creative Social Media Platform Management

Creative App Production

LINE

LINE Direct

LINE Video

LINE Display

LINE Other

Search

Twitter

Instant Messaging

Social

Native Ads

Others

Affiliated Marketing

TikTok Ads

TikTok Ads Display

TikTok Ads Video

E-Commerce

E-Commerce Display

E-Commerce Video

Online Audio

Online Audio Direct

Online Audio Ad Network

Online Audio Programmatic

NEW FROM Y20

NEW FROM Y22

SPENDING



DIGITAL
ADVERTISING
ASSOCIATION (THAILAND)

| KANTAR



The outlook for Thailand which impacts digital ad spend

Digital behavior



77.8%

of Thais are internet users,

56.85 million are on active social media
(81.2% of the population.)

Online Shopping



Thailand's business-to-consumer e-commerce market has been growing steadily since 2017 and is now worth more than \$27.7 billion, according to a 2020 e-commerce report by JP Morgan.

Growth is expected to continue at a compound annual rate of 7.7 percent until 2023

Chat is big in Thailand

"Thais love to chat opening opportunities for brands to have interactive connection with Thais.



Responsiveness

Can keep track record

Speed

Accuracy

Growth of VDO

Thai consumers consume more VDO content both short form and long form.

90% prefer short & vertical VDOs

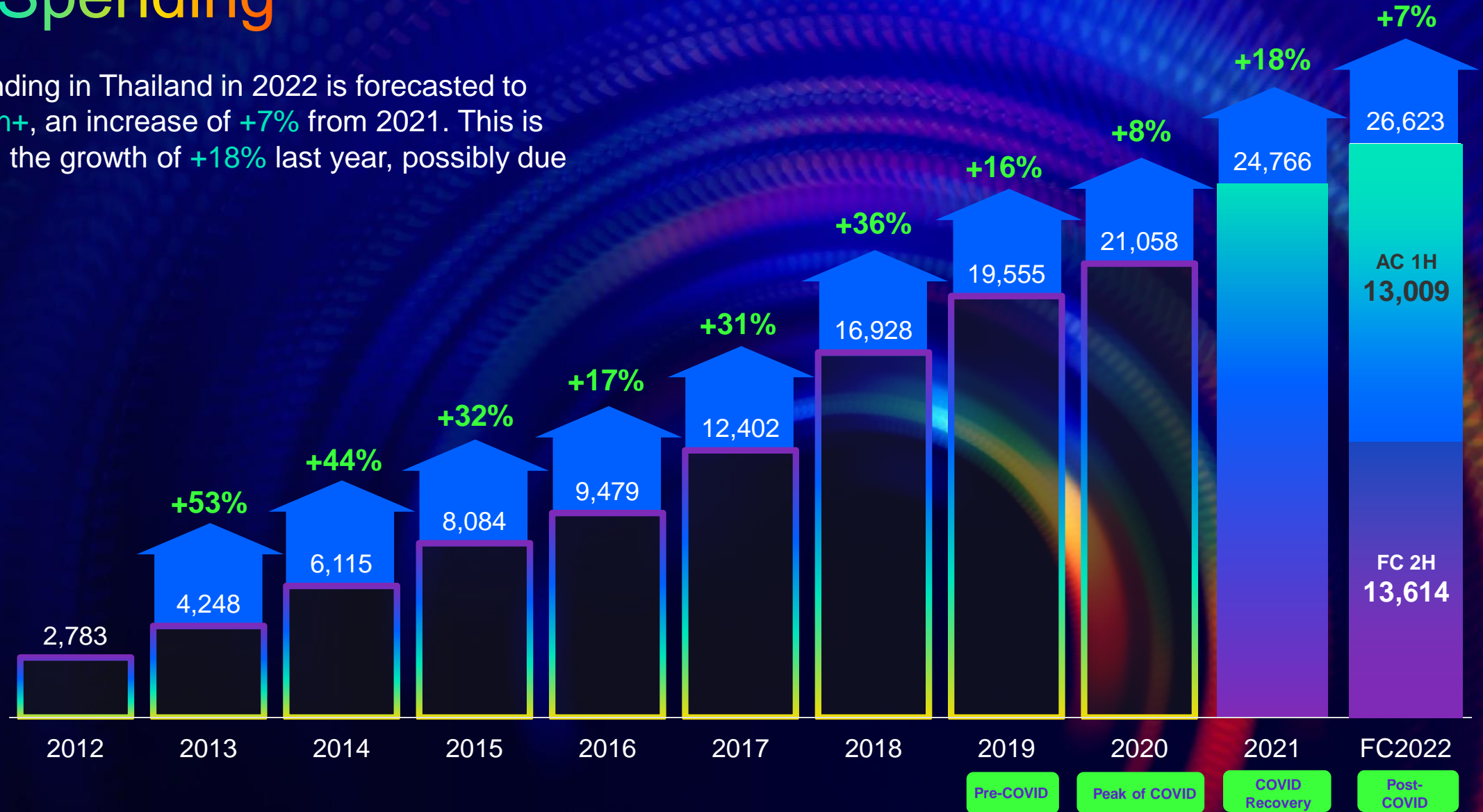
72% learn about products & services on VDO

Source: MediaBrix, 2020



Total Spending

Digital spending in Thailand in 2022 is forecasted to be **26 Billion+**, an increase of **+7%** from 2021. This is a drop from the growth of **+18%** last year, possibly due to inflation.



The 5 Highest Spenders





















All top-5 spenders remain the same as in 2021, with **Motor Vehicles** still at #1. Growth is forecasted for all top spenders, except **Non Alcoholic Beverages** & **Communications** which might experience a slight dip from last year.

FC
2022

2019

2020

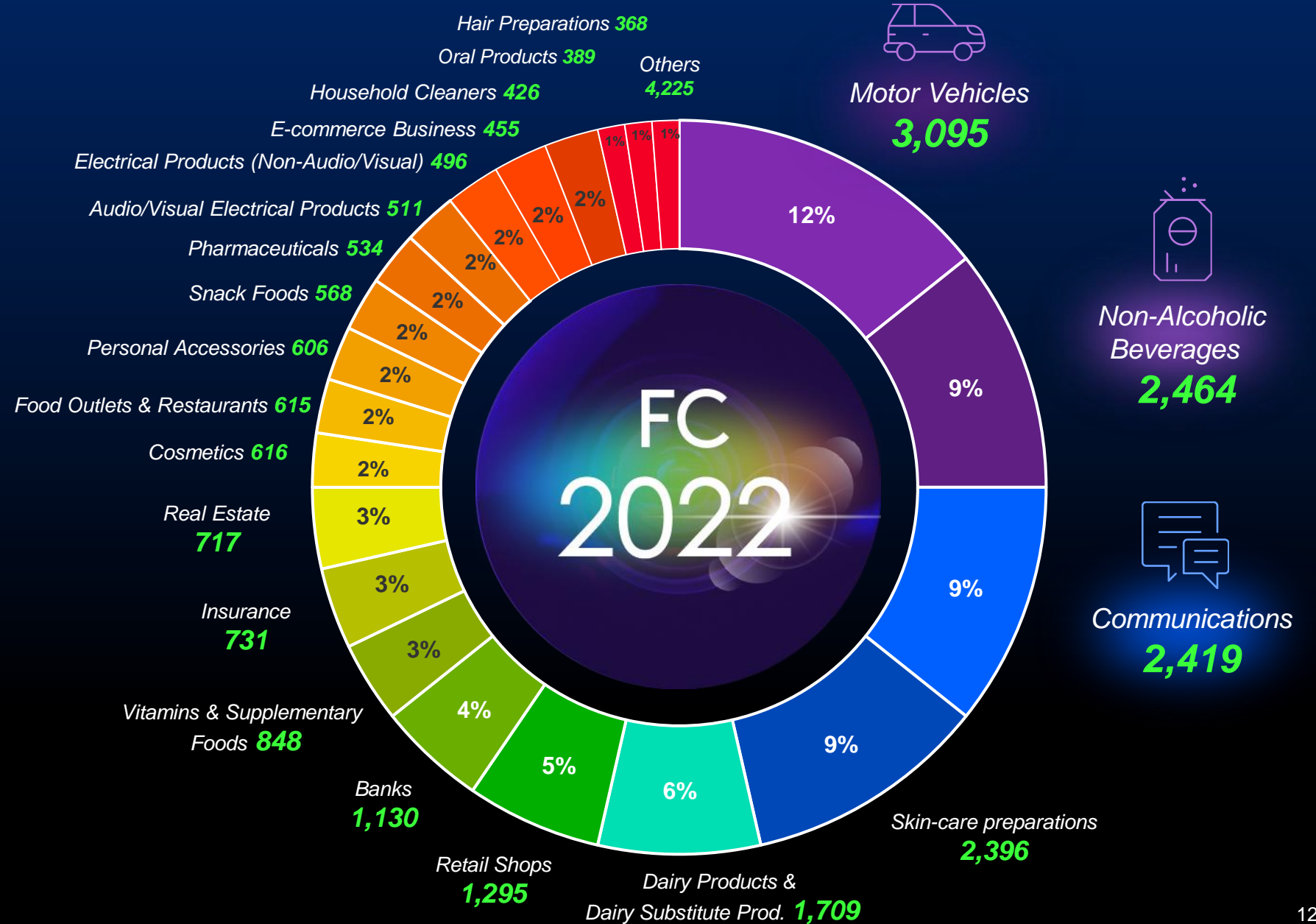
2021

Motor Vehicles  2,787	Motor Vehicles  2,713	Motor Vehicles  2,897	Motor Vehicles  3,095
Skin-care Preparations  1,786	Non Alcoholic Beverages  1,993	Non-Alcoholic Beverages  2,680	Non-Alcoholic Beverages  2,464
Communications  1,489	Communications  1,979	Communications  2,580	Communications  2,419
Non Alcoholic Beverages  1,273	Skin-care Preparations  1,922	Skin-care preparations  2,162	Skin-care preparations  2,396
Banks  1,212	Dairy Products & Dairy Substitute Prod.  1,717	Dairy Products & Dairy Substitute Prod.  1,657	Dairy Products & Dairy Substitute Prod.  1,709

FC 2022 Top Industry Spending

Retail shops and Banks remain #6 and #7, respectively, as in 2021.

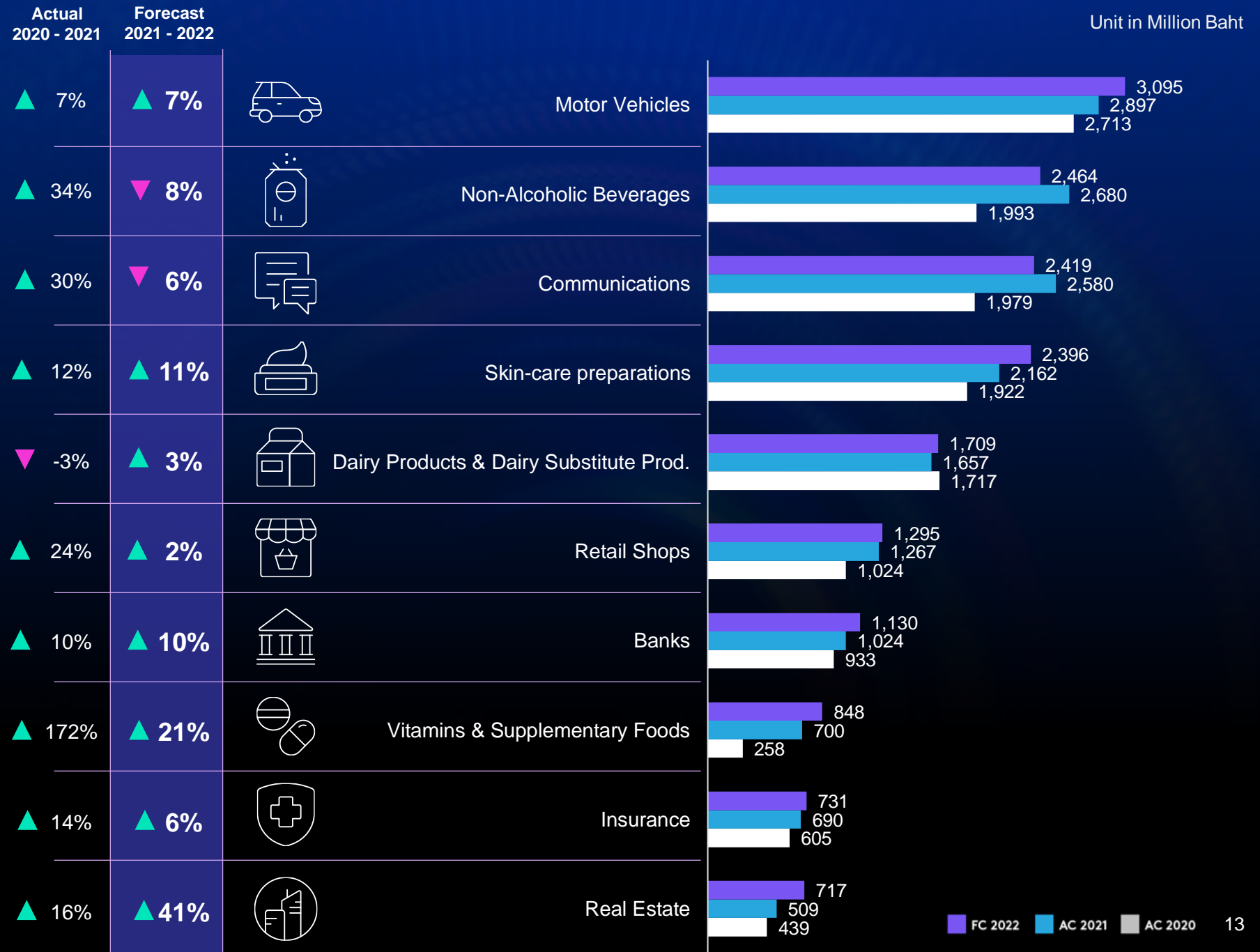
Notable growth of 241% is forecasted for Audio/Visual Electrical Products and 57% for E-commerce Business from 2021 to 2022.



Top 10 Spending Growth by Industries

Non Alcoholic Beverages & Communications are forecasted to drop **8%** and **6%** from 2021 following their growth last year.

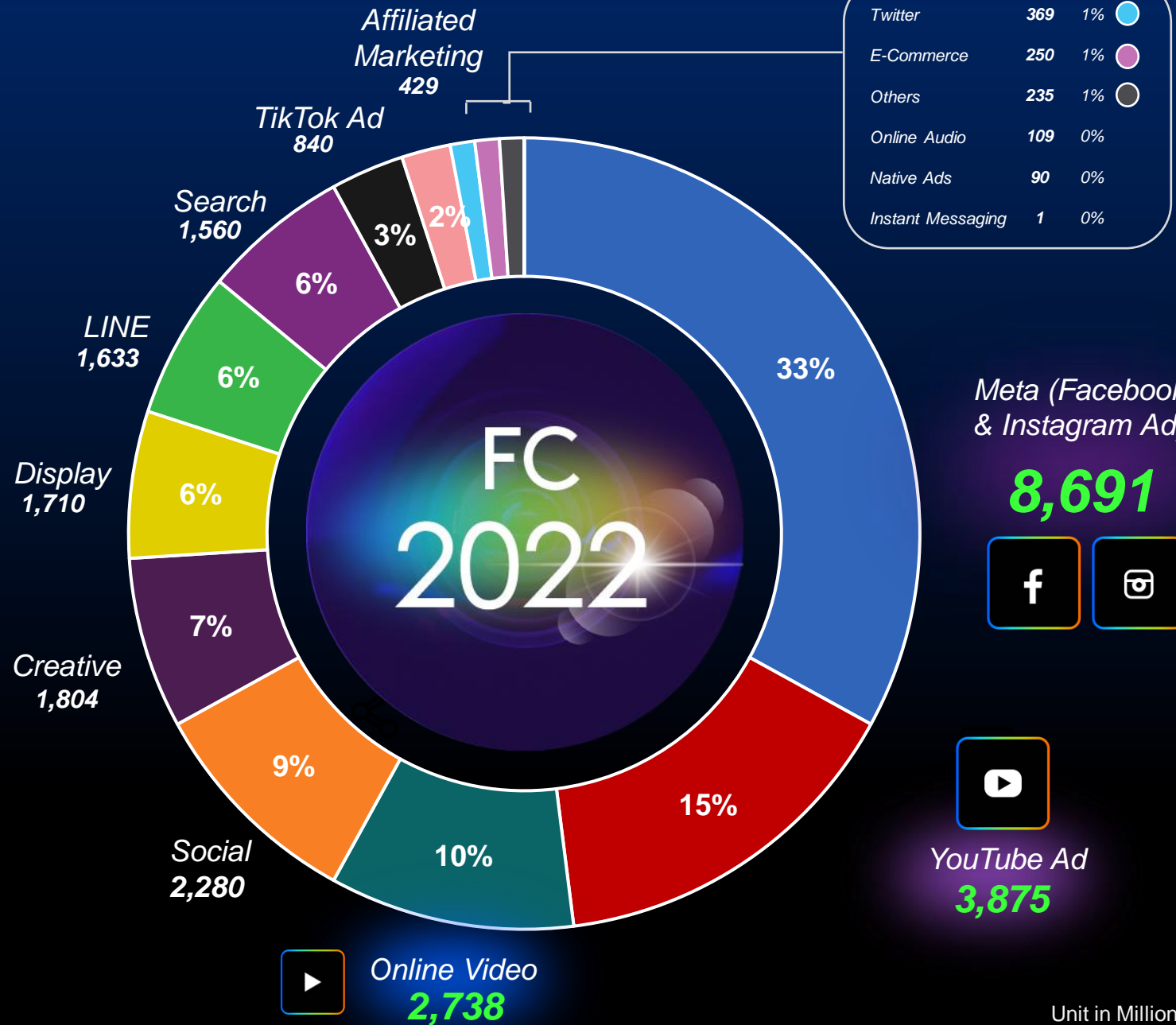
Other top 10 spending industries are forecasted to grow. Among them, **Real Estate** may experience the highest growth rate of **41%**.



FC 2022 Discipline Spending

Meta dominates spending as **Facebook Ads** contribute to **32%** of the total spending.

YouTube is predicted to be #2, followed by **Online Video** and **Social**.



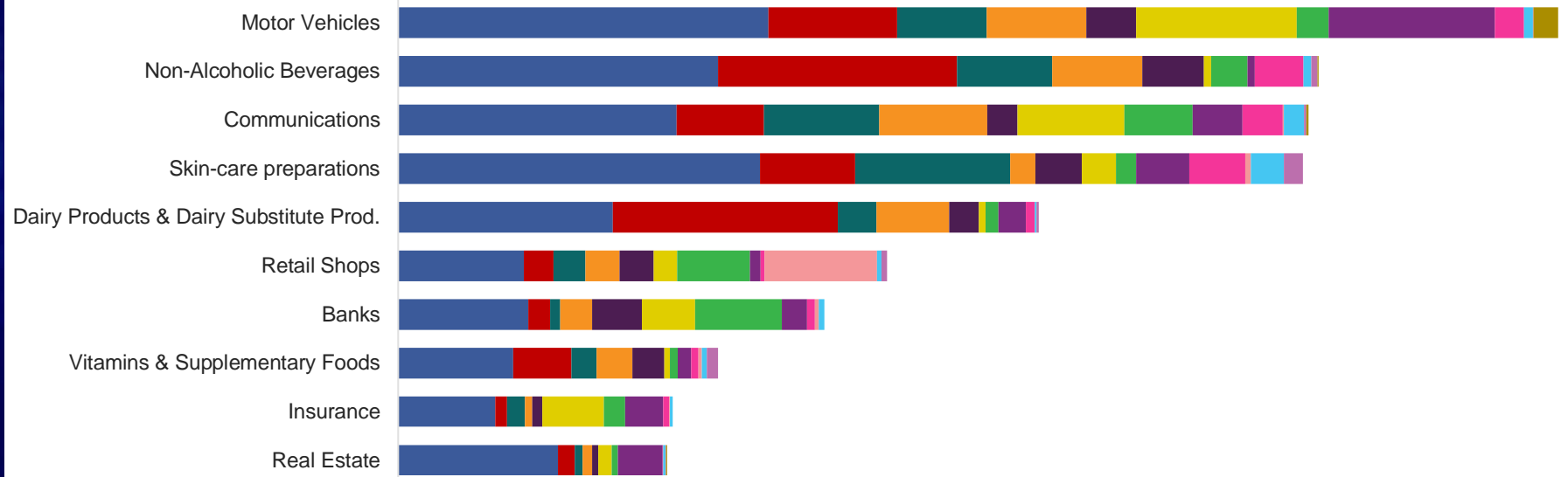
Top Spending Industry by Discipline

Meta dominates digital spending of all top ten industries.

A large proportion of **Dairy/ Dairy Substitute Products** and **Retail shops** spending also dedicates to **YouTube** and **Affiliated Marketing**, respectively.

Motor Vehicles & Skin-care Preparations invest on **Meta** the most at **+950M**.

Non-Alcoholic Beverages & Dairy Products lead **YouTube** spending at **+590M**. **Skin-care Preparations** leads **Online Video** at **+400M**.



Unit in Million THB	Meta	YT	OLV	Social	Creative	Display	LINE	Search	TikTok	Affiliated	Twitter	E-Comm	Others	OLA	Native	Total
Total FC2022	8,691	3,875	2,738	2,280	1,804	1,710	1,633	1,560	840	429	369	250	235	109	90	26,623
Motor Vehicles	974	339	236	261	132	422	84	437	77	0	23	2	20	16	65	3,095
Non-Alcoholic Beverages	841	630	250	237	162	19	95	20	128	0	21	15	31	2	4	2,464
Communications	733	229	303	285	80	280	180	131	106	3	54	5	14	3	6	2,419
Skin-care preparations	952	251	408	65	123	89	53	140	147	16	86	50	10	0	0	2,396
Dairy Products & Dairy Substitute Prod.	565	592	101	192	78	17	35	71	24	0	5	6	16	0	0	1,709
Retail Shops	331	78	83	91	90	61	191	29	10	296	11	16	0	0	0	1,295
Banks	342	58	27	83	131	141	227	67	20	11	14	0	2	2	0	1,130
Vitamins & Supplementary Foods	303	153	66	94	84	15	21	35	19	9	13	29	2	0	0	848
Insurance	255	31	47	20	26	162	56	100	16	2	8	0	2	0	0	731
Real Estate	420	44	21	25	17	35	16	118	2	0	5	1	0	2	3	717

Unit in Million Baht

Discipline Spending

Meta continues to be the leader in 2022, followed by **YouTube**.

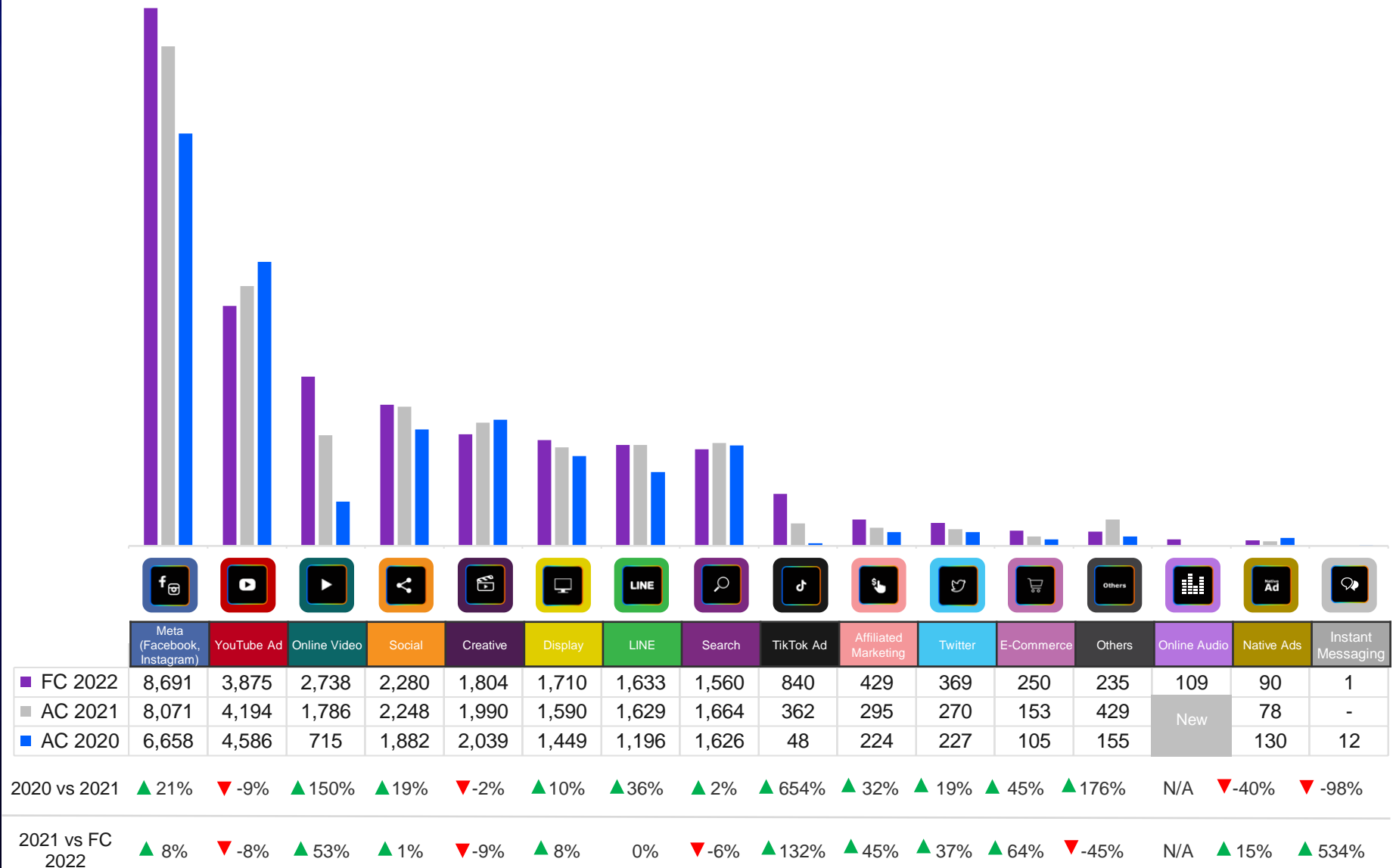
Online Video has grown continuously and outranked **Social**, standing at #3 in 2022.

E-Commerce, and especially **TikTok**, show impressive growth since 2020, with the rates of +45% & +64% and +654% & +132% for the respective discipline.

Slight decline is witnessed in 2022 for **YouTube**, **Creative**, and **Search**.

Unit in Million Baht

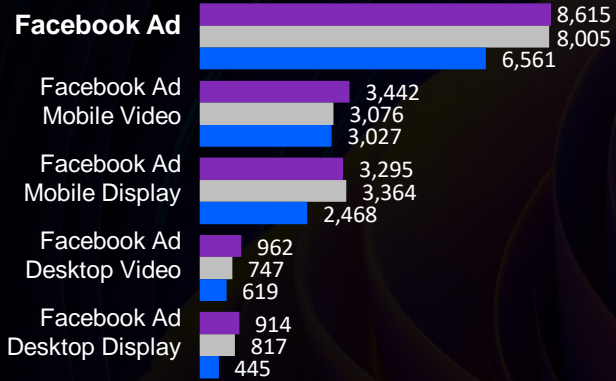
FC 2022 AC 2021 AC 2020



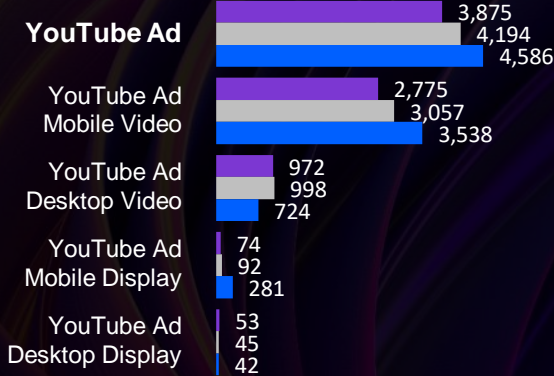
Sub-Discipline Movement

FC 2022 AC 2021 AC 2020

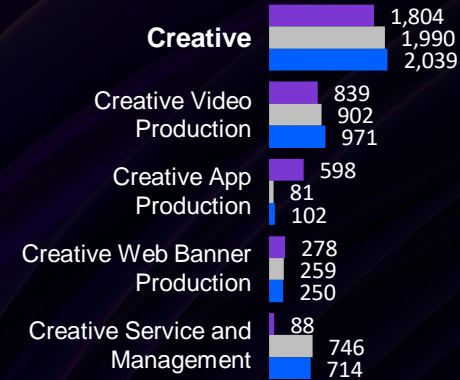
Facebook



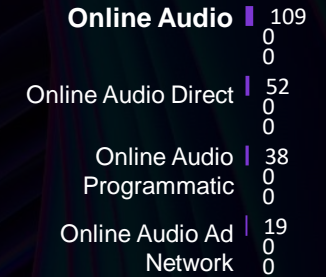
YouTube



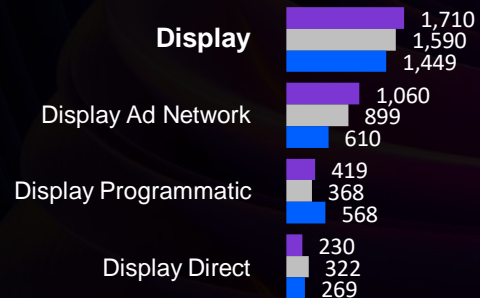
Creative



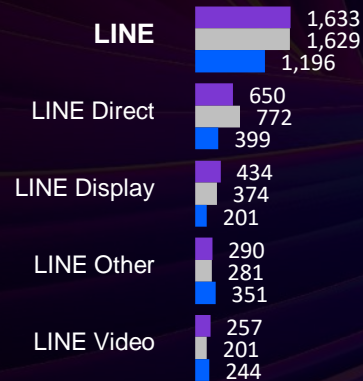
Online Audio



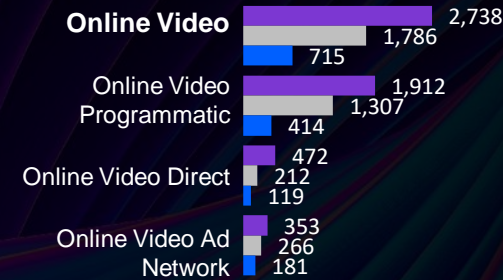
Display



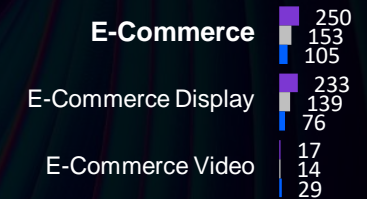
LINE



Online Video



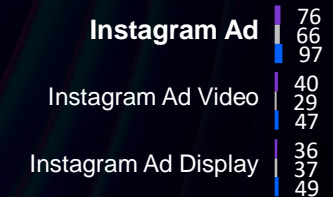
E-Commerce



TikTok Ad



Instagram Ad



AGENCY OUTLOOK



KANTAR

In your opinion, what is your outlook for Thailand economy in 2H 2022? What would be the opportunities and threats for marketing and digital advertising?

Inflation, high product prices, and COVID-19 will affect spending behaviors, Thai economy, and ads spending. Opportunities lie in effective digital ads implementation and refocusing workforce skills.

The instability in Thai politics and both Thai and global economy, and inflation which has reduced consumers' purchasing power, may cause marketers to reduce spending to analyze and adapt to the situations. Hence, we might see a decrease in 2H market spending.

The economy will not get better due to inflation which causes a reduction in purchasing power. The cost of goods will increase owing to raw-material problems, leading to a cut in ads/ communication spending. The economic situation, as well as COVID-19, will affect all sectors.

Digital marketing/ advertising may be less affected by inflation and the rise in cost of living as it is effective in reaching target audience and is measurable in terms of ROI and ROAS.

Thai economy will slow down due to global economy shrinkage and possible global recession. It will be a hard second half of 2022 leading up all the way until the end of 2023 at least. We have to make every spend count for clients to drive ROI and results to convert to sales whilst helping brands navigate through avoidance of spending

The opportunities for digital advertising concern personalization, effective utilization of tools, and reaching a wide range of users through different modes.

There will be a decrease in private consumption. Travelers may return to Thailand in November, but there are still inflation and high costs of goods. The only foreseeable opportunity is in outsourcing staff abroad.

The challenges and opportunities in 2H will still be about controlling inflationary cost of goods, refocusing workforce skillsets in new e-economy, and rebuilding/ transforming impacted categories important to market economy, e.g. tourism, import/ export, infrastructure.

Digital Advertising Objectives

From 2021, **Awareness/Reach** continues to be the top priority in 2022.

Engagement Consumer and **E-commerce** climbed up to #2 in 2022.

What is the proportion of the budget applied for each purpose?

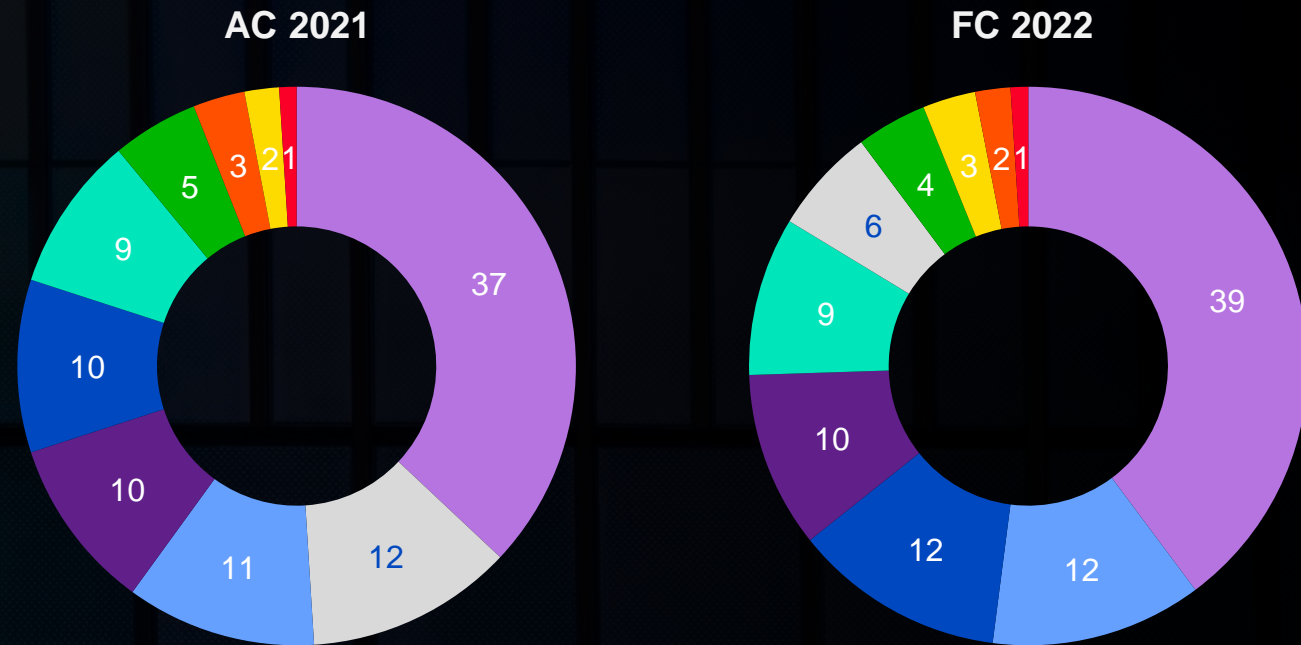


Fig in %

- Increase Brand / Product Awareness / Reach*
- Engagement Consumer
- Lead Generation
- PR
- CSR
- Others

- Brand Consideration*
- E-commerce
- Drive sales to offline channel
- CRM & Customer Service
- Drive sales to online channel**

Digital Media Tools

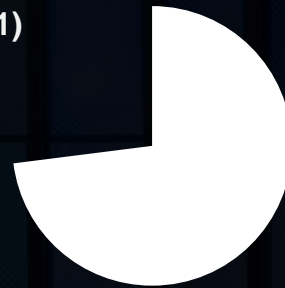
E-commerce Marketing Tools continue to play the most significant role in 2022.

Data Analytics Platform drops from #1 in 2021 to #2 in 2022, while **Real Time Media Dashboard** maintains #3 in 2022.

Which digital media tools do you think clients are most interested in and will play a significant role in 2022?

Fig in %

#1 (1)



73%

E-commerce Marketing Tools

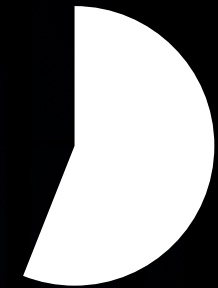
#2 (1)



62%

Data Analytics Platform
(Ad-Serve/ Data Management Platform/
Customer Management Platform)

#3 (3)



56%

Real-Time Media, Dashboard,
Monitoring Tools

#4 (4)



54%

Social Listening Tools

#5 (6)



48%

Social Analytic Tools

#6 (4)



31%

Programmatic Platform (DSP/SSP)

#7 (7)



23%

Real-Time Bidding Optimization Tools

#8 (8)



21%

Search Tools

#9 (8)



10%

Messaging App / Chatbot

THAILAND

DIGITAL ADVERTISING SPEND

2022



KANTAR

Industry Leaders

KANTAR interviewed a number of industry leaders to get their view and expectations of the digital marketing industry.

The following persons have contributed their view:

- ❑ Pathamawan Sathaporn
CEO, GroupM Thailand
- ❑ Rajsak Asawasupachai
Managing Director, IPG Mediabrands Digital/ Matterkind
- ❑ Pacharee Permvongusawa
General Manager – Publicis Media
- ❑ Paruj Daorai
Managing Director, Digitas Bangkok
- ❑ Chanchai Pongsanan
Head of Performance Marketing - Dentsu International (Thailand)
- ❑ Narin Yenthanakorn
Chief Operating Officer - i-dac (Thailand)



Full report will be available on September 19, 2022.

Latest

THAILAND

DIGITAL ADVERTISING SPEND

Mid-Year 2022

US\$599

<http://kantarthailand.dpdcart.com>



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DIGITAL ADVERTISING SPEND

2022



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