

THAILAND

DIGITAL ADVERTISING SPEND

2024



KANTAR



Introduction

Over 80% of the total Thai population have an online presence with an estimated 8 hours a day spent using the internet across all devices, according to We are Social. This encourages digital marketers to migrate their brand communications to the digital platforms. Thereby, digital advertising bloomed and enjoyed exponential growth over the past 10 years. So far, digital platforms are believed to be becoming the mainstream channel for marketing communications.

In 2024, the digital advertising spend is forecasted to exceed 30,000 million THB for the first time, with a double-digit growth rate, reflecting a recovery in the national economy together with a change in budget allocation of brands to prioritize online channels over others. However, a massive influx of advertising renders brands to face tough competition than ever in the digital landscape as well. Discover what is going on in 2024, with recommendations of how brands should react to this stiff competition in this report.

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

**This report presents the data of the actual spending for H1 2024 and forecast H2 2024.*

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 industry. 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 – September 2024
Digital advertising spend data was submitted by 33 agencies.

- | | |
|---|--|
| 1 Adapter Digital | 19 Media Intelligence Group |
| 2 Alpha245 | 20 Mindshare (Thailand) |
| 3 Brilliant & Million | 21 MSL |
| 4 Carat | 22 Omnicom Media Group |
| 5 dentsu X (Thailand) | 23 Prakrit Holdings Public Company Limited |
| 6 Dentsu Creative | 24 Publicis Worldwide |
| 7 Digitas | 25 Rabbit's Tale |
| 8 EssenceMediacom | 26 Saatchi & Saatchi |
| 9 Fareast Fameline DDB | 27 Starcom |
| 10 GroupM (Thailand) | 28 The Leo Burnett Group (Thailand) |
| 11 i-DAC (Bangkok) | 29 T&Pm |
| 12 IPG Advertising - Mediabrands | 30 VML |
| 13 IPG Advertising - BPN | 31 Wavemaker (Thailand) |
| 14 IPG Advertising – Mediabrands Content Studio | 32 Winter Agency |
| 15 IPG Advertising - Initiative | 33 Zenith (Thailand) |
| 16 IPG Advertising - UM | |
| 17 iProspect | |
| 18 Kinesso | |



Remark:

Reported numbers are based on reported spending data of a sample of 33 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.



66

Categories

deep dive to enable
opportunities for marketers

18

Disciplines

to explore digital
trends

Disciplines

Agencies have provided spending data on the following 18 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 Shoppee, 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
Live + Live Commerce	Live streaming to sell products instantly in any platforms e.g. Facebook, Instagram, TikTok, E-commerce (Lazada, Shopee)
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 Ads

YouTube Ads Desktop Display

YouTube Ads Mobile Display

YouTube Ads Desktop Video

YouTube Ads Mobile Video

Meta (Facebook Ads and Instagram Ads)

Facebook Ads

Facebook Ads Desktop Display

Facebook Ads Mobile Display

Facebook Ads Desktop Video

Facebook Ads Mobile Video

Instagram Ads

Instagram Ads Display

Instagram Ads Video

Live + Live Commerce

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

Industry Sectors

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

Category	Industry	Category	Industry	Category	Industry
Finance & banking	Banks	Education	Educational Institutions	Entertainment	Entertainment & Leisure
	Insurance	Clothing	Clothing & Underwear		CD/DVD (Musical & Film Products)
	Credit/Debit Cards		Footwear		Digital television, and other TV broadcasters
	Finance Services	Personal care	Cosmetics		Celebrity/artist management
Technology & Electronic	Communications & Devices		Skin-care preparations		Event management/ Exhibition/ wedding organizer/ event organizer
	Computers		Personal Accessories	Party, Karaoke, nightclubs, bars	
	Audio/Visual Electrical Products		Toiletries	Social media/ Application	Social Media
	Electrical Products (Non-Audio/Visual)		Hair Preparations		Applications
Food & Beverage	Alcoholic Beverages	Household care	Household Cleaners	Others	Photographic Products
	Non-Alcoholic Beverages		Household Equipment & Furnishings		Office/Business Equipment
	Seasoning Products	Household Insecticides & Pesticides	Sundries		
	Snack Foods	Automotive	Motor Vehicle Accessories		Multi Sections Advertising
	Dairy Products & Dairy Substitute Prod.		Motor Vehicle Dealers & Rentals		Media & Marketing
	Bakery & Chocolate/Wafers/Biscuits		Motor Vehicles		CD/DVD (Musical & Film Products)
	Dietary Products		Motorcycles & Bicycles		Agricultural Products
	Vitamins & Supplementary Foods		Oil & Lubricants		Building Material & Machinery
	Foodstuffs	Petrol	Government & Community Announcement		
	Shops	Food Outlets & Restaurants	Housing		Tyre
Real Estate				Classified	
Online Commerce	Retail Shops	Pet products	Furniture & Furnishings	Jewelry& Accessories	
			Pet Foods & Pet Products	Websites/Websites and marketplace	
Online Commerce	E-commerce Business	Travel	Transportation		
			Travel & Tours		
		Pharmaceuticals	Pharmaceuticals		
			Medical and wellness services		

Internet users in 2024 continue to soar, reaching most of Thai population. Moreover, Accessing the internet via mobile phones shows a strong penetration rate – even greater than total population.

Thai internet users

63.21
million

Penetration rate: 88%

+3.27% from 2023

Mobile internet connection

97.81
million

Penetration rate: 136.1%

Overall, the economy is gradually revitalizing

Thailand Real GDP Growth (YoY,%)



It's also forecasted to grow in the range of

2.3% – 2.8%

By the end of 2024 owing to key supporting factors:

- **Continual recovery of tourism sector**
- **Favorable Growth in domestic private consumption**
- **High momentum from government consumption & public investment**
- **Gradual return of an expansion of goods exports**

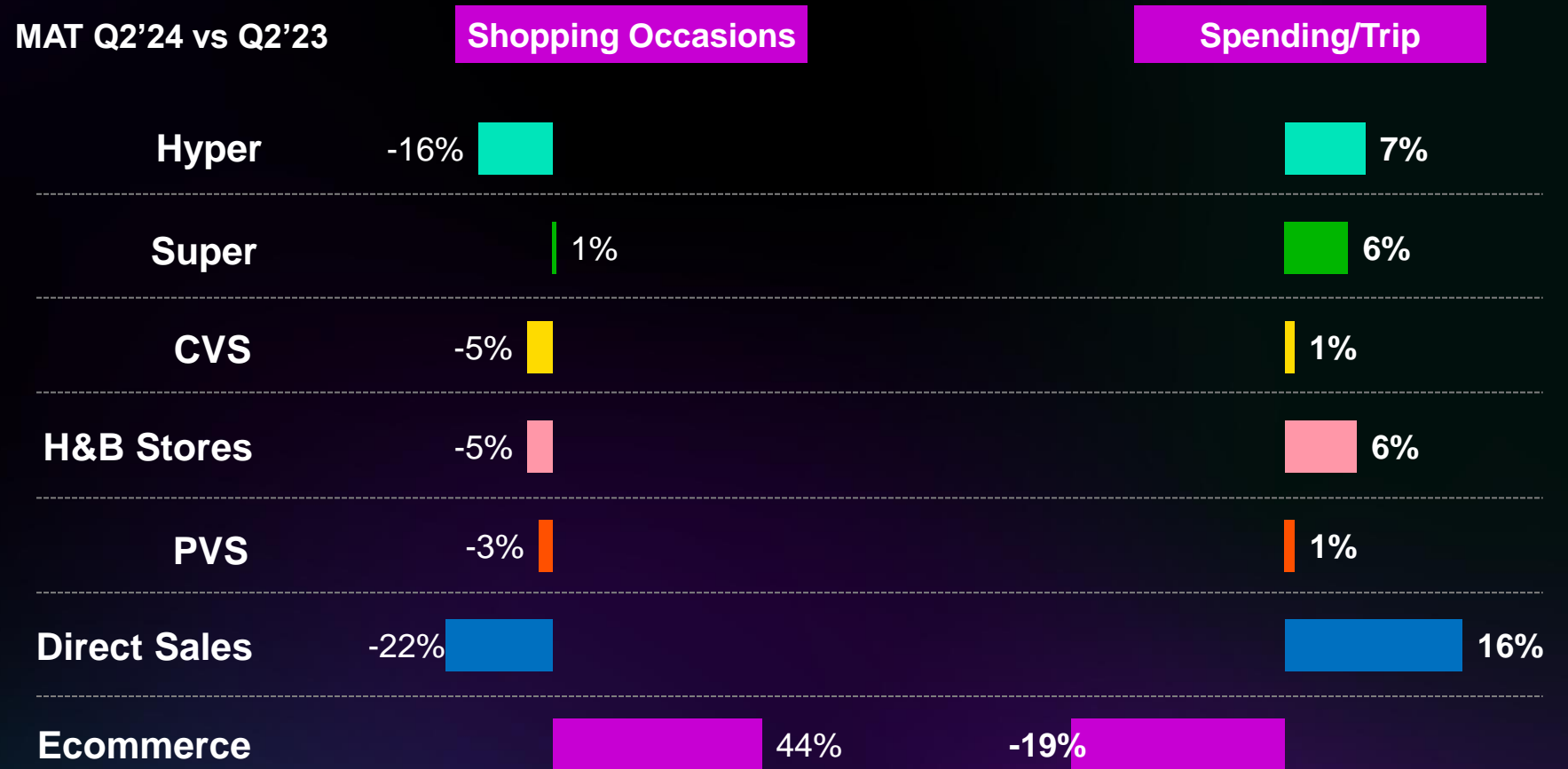
Omni-channel strategy is a real game changer in this era

The key grocery trends continued to return to pre-Covid levels, with lower frequency and consumers becoming more selective of the categories they pick.

Moreover, Thai consumers are exploring products among different retailers and making purchases at the ones with best price offer.

E-Commerce is also gaining momentum led by TikTok and Shopee

With consumers considering both physical and online channels for their product & services consumption, brands need to ensure **seamless experience** in communicating and connecting with consumers.



SPENDING

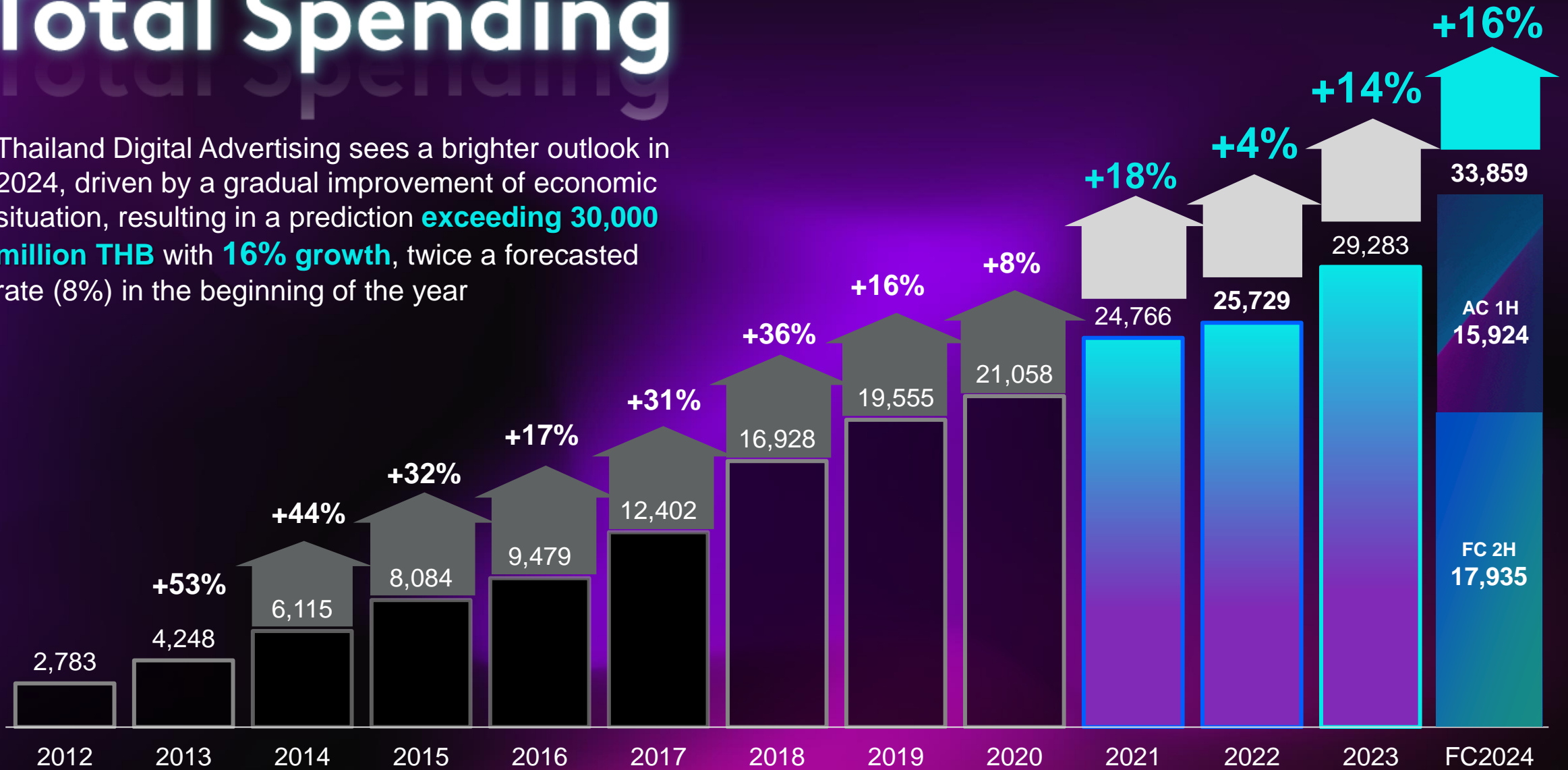


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Total Spending

Unit in Million Baht

Thailand Digital Advertising sees a brighter outlook in 2024, driven by a gradual improvement of economic situation, resulting in a prediction **exceeding 30,000 million THB** with **16% growth**, twice a forecasted rate (8%) in the beginning of the year



The 5 Highest Spenders

Not only securing the highest spending position, **Skin-care preparations** continue to surge its spending to the next height in 2024 while **Motor Vehicles** and **Non-Alcoholic Beverages** also see robust growth.

Retail has also shown an upswing in spending, climbing to the top 5 rank

2021

2022

2023

2024 FC

Motor Vehicles  2,897	Non-Alcoholic Beverages  2,535	Skin-care preparations  3,463	Skin-care preparations  5,047
Non-Alcoholic Beverages  2,680	Skin-care preparations  2,467	Motor Vehicles  3,000	Motor Vehicles  3,898
Communications  2,580	Motor Vehicles  2,414	Non-Alcoholic Beverages  2,393	Non-Alcoholic Beverages  2,844
Skin-care Preparations  2,162	Communications  2,004	Communications  1,869	Dairy Products & Dairy Substitute Prod.  2,053
Dairy Products & Dairy Substitute Prod.  1,657	Dairy Products & Dairy Substitute Prod.  1,539	Dairy Products & Dairy Substitute Prod.  1,853	Retail Shops/ Stores  1,641

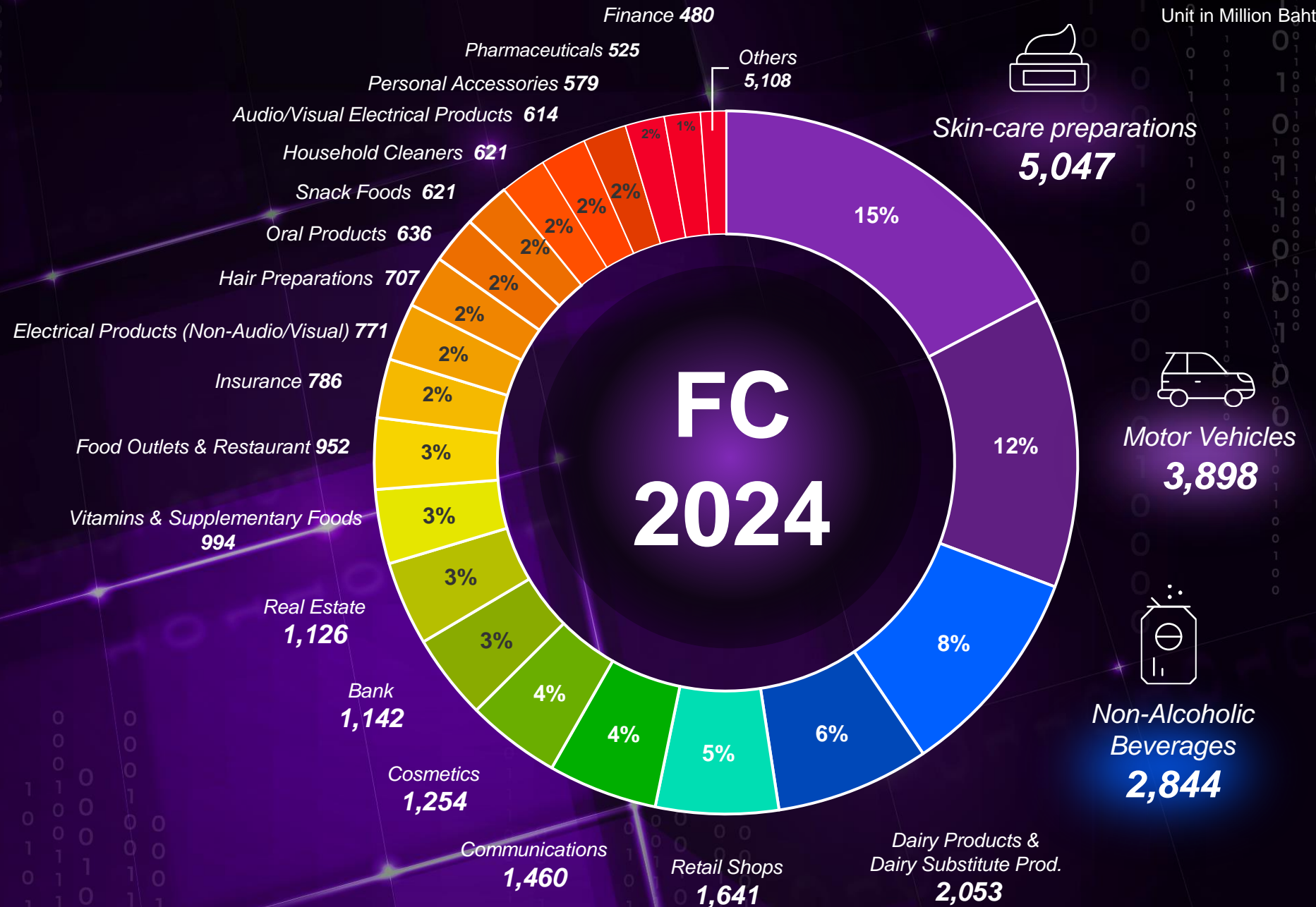
2024 Top Industry Spending

Online spending for FMCG, especially for personal care products, is expected to rise by the end of 2024.

For example, **Hair Preparations (55%), Oral Products (30%)**

Moreover, **Electrical products and Audio/Visual Electrical products** also show spectacular growth (**45%** and **54%** respectively).

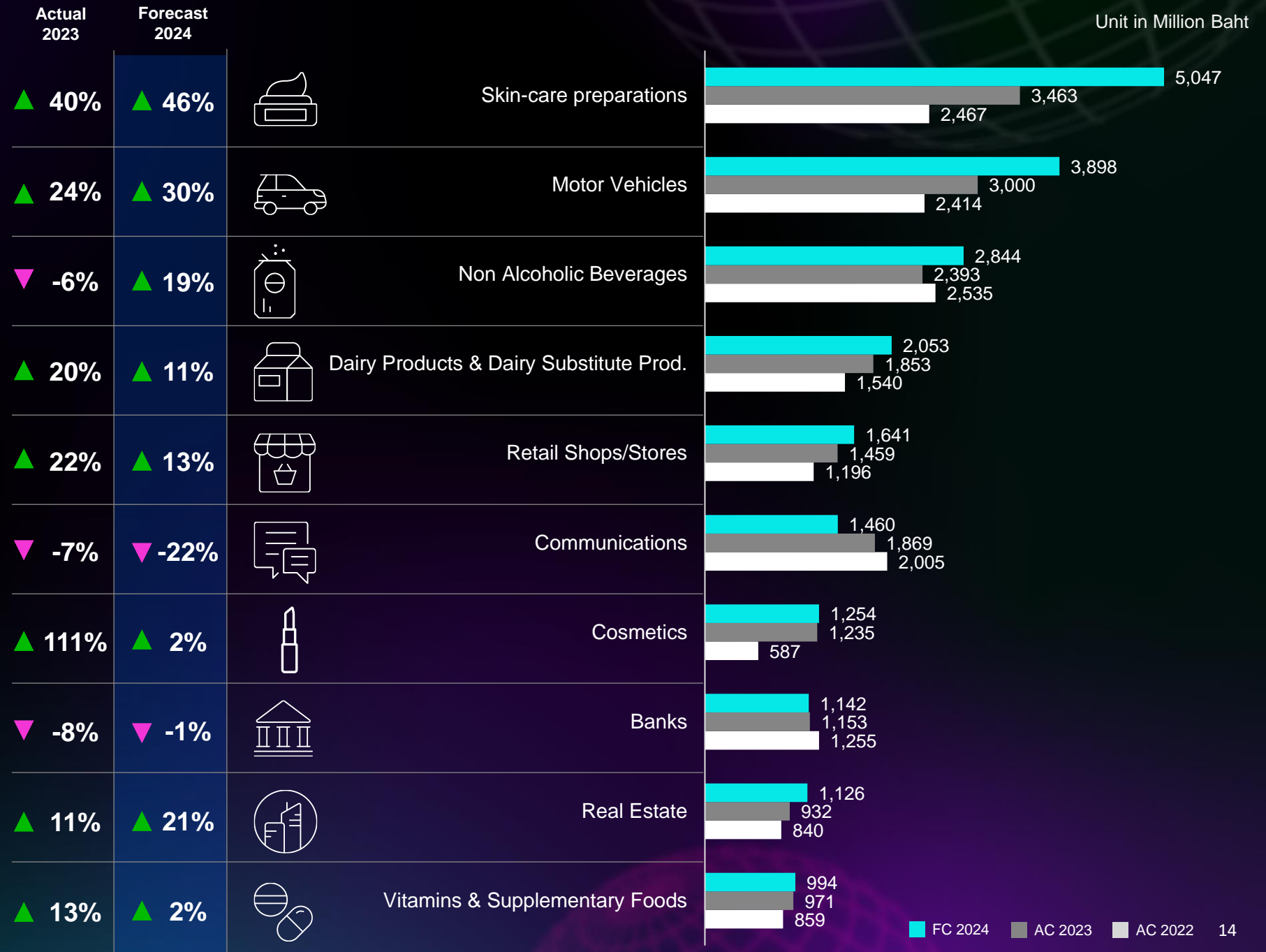
Unit in Million Baht



Top 10 Spending Growth by Industries

Overall, the majority of the top 10 industries are forecasted to boost their spending at a double-digit growth rate in 2024.

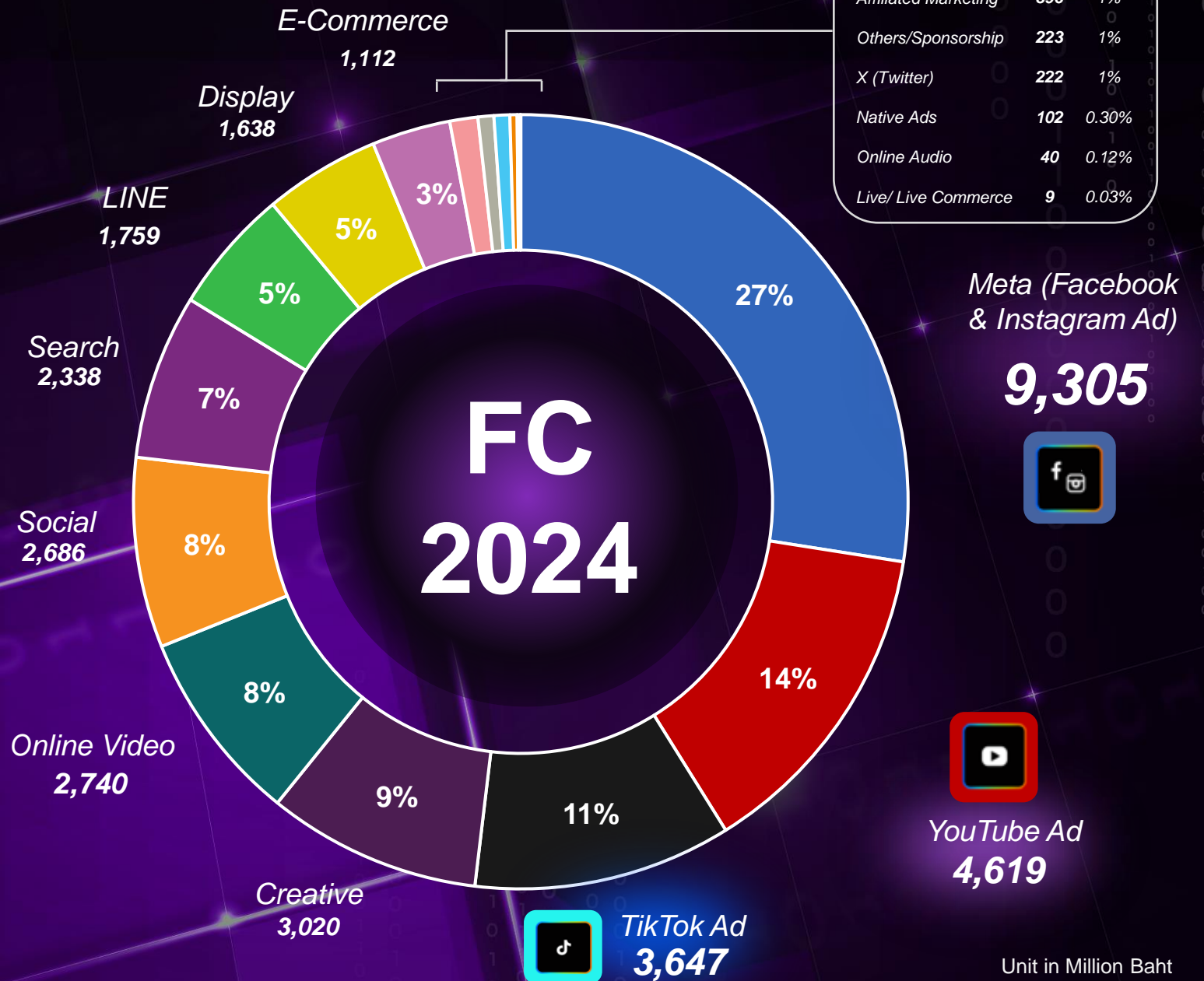
However, it's notable that **Communications** and **Banks** are believed to slightly drop the budget on online advertising, compared to 2023 (-22% and -1% respectively).



FC 2024 Discipline Spending

Meta remains the top choice of marketers by maintaining the highest proportion in online advertising (**27%**) even though it has continuously declined (**30%** in AC 2023).

Yet, it's undeniable that **TikTok** has gained popularity in recent years, expecting to secure an **11%** share in 2024, increasing from 7% in AC2023.

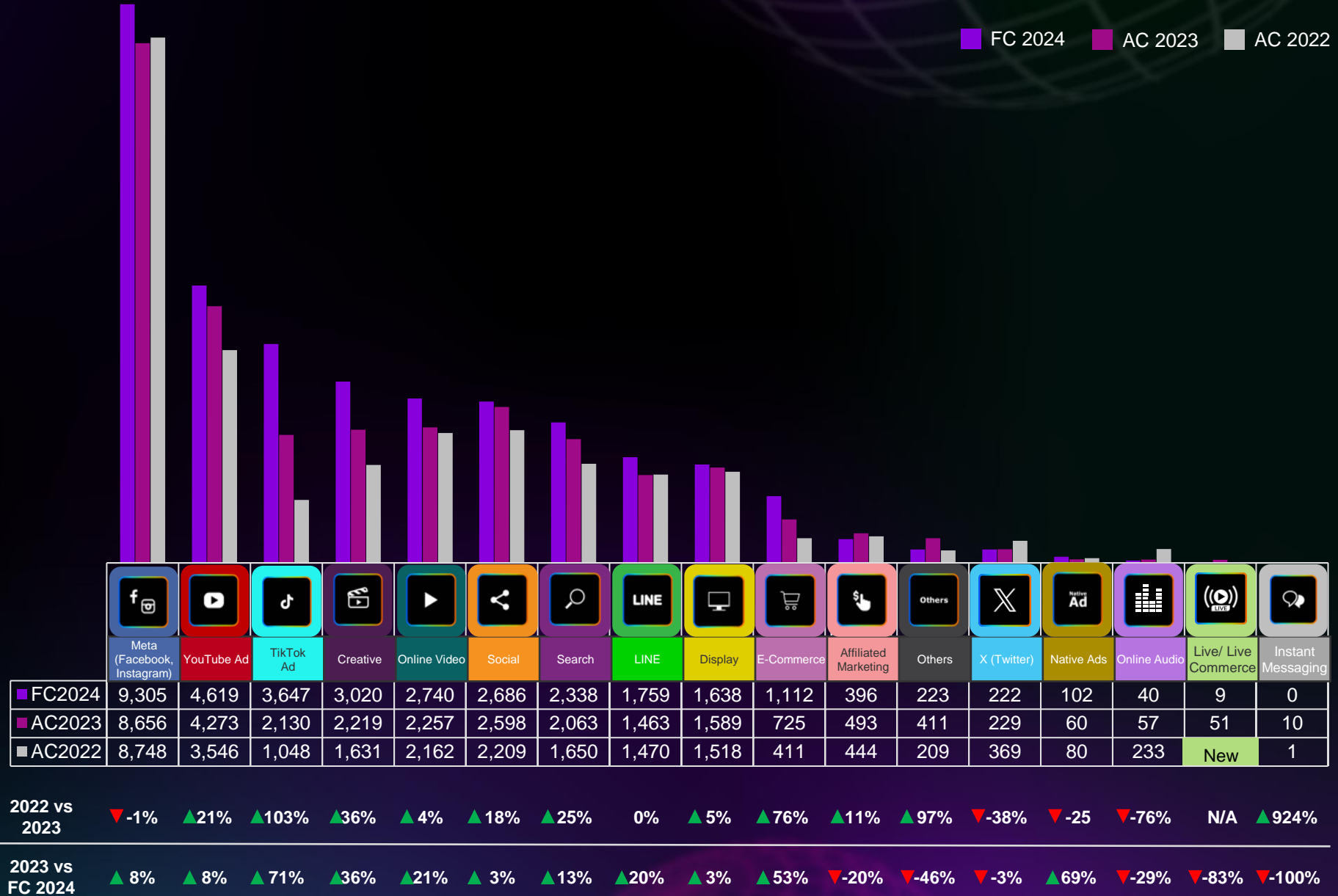


Top Spending Industry by Discipline

In addition, **Meta** is forecasted to grow a further **8%** in 2024, ensuring its leading position compared to other disciplines.

TikTok Ad, YouTube, and Online Video continue to rise further, in response to the popularity of online video consumption by Thai consumers.

Search, LINE, E-Commerce are other top choices for marketers with continuous growth in 2024.

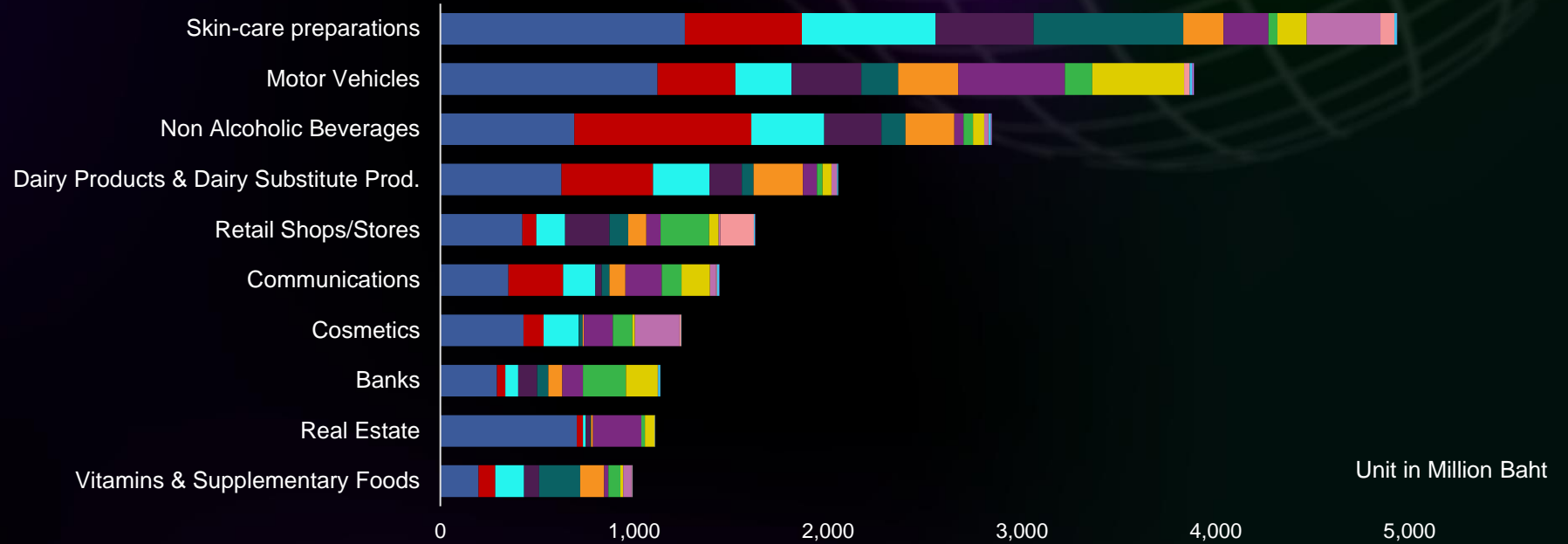


Top Spending Industry by Discipline

Although **Meta** still obtains the highest spending proportion across all top 10 industries,

Non-Alcoholic Beverages, instead, have increasingly invested their spending in YouTube, TikTok, and Online Video.

Real Estate and Communications spend a significant proportion in **Search** while **Cosmetics** still opt in **E-Commerce**.



Unit in Million THB	Meta	YT	TikTok	Creative	OLV	Social	Search	LINE	Display	E-Comm	Affiliated	Others	X (Twitter)	Native	Online Audio	Live	Total
Total FC2024	9,305	4,619	3,647	3,020	2,740	2,686	2,338	1,759	1,638	1,112	396	223	222	102	40	9	33,859
Skin-care preparations	1,262	603	690	506	772	207	232	46	152	380	73	12	112	0	0	0	5,047
Motor Vehicles	1,120	401	290	361	190	309	551	142	474	0	28	13	5	6	8	0	3,898
Non-Alcoholic Beverages	691	914	375	295	125	252	47	49	57	21	2	12	0	0	4	0	2,844
Dairy Products & Dairy Substitute Prod.	625	473	291	167	61	254	72	29	46	27	1	6	1	0	0	0	2,053
Retail Shops/Stores	423	73	148	229	98	92	74	251	49	9	173	6	12	5	1	0	1,641
Communications	351	282	166	34	40	82	188	102	147	31	5	12	18	0	1	1	1,460
Cosmetics	429	103	181	2	20	6	149	102	12	231	9	1	10	0	0	0	1,254
Banks	292	43	67	98	57	73	106	222	164	0	1	12	7	1	0	0	1,142
Real Estate	704	32	14	22	5	10	249	19	51	0	0	0	11	7	0	0	1,126
Vitamins & Supplementary Foods	197	87	148	78	212	124	21	62	15	43	3	1	3	0	0	0	994

Speakers



Dr. Arapat Boonrod

Managing Director, Client &
Head of Growth, SEA
Kantar (Insights)



Rajsak Asawasupachai

Digital Transformation Director,
IPG Mediabrands



Pacharee Permvongusawa

General Manager,
Publicis Media



Chanchai Pongsanan

Managing Director – Online
Supply-side Management /
Head of Performance
Marketing
Dentsu - Amplifi Thailand

DAAT Committee



PANEL DISCUSSION

THAILAND
DIGITAL ADVERTISING SPEND
2024

AGENCY OUTLOOK



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Challenges for Digital Marketers in 2024

Driven by big advancements in technology, we are in the era of data overwhelming. Hence, **effectively utilizing consumer insights** to generate actionable plans has become the most challenging obstacle in 2024.

Also, **new emerging technologies applied in advertising that alter efficiency of ways to target audience** is another rising concern in 2024.

What could be the challenges for digital marketers in 2024?

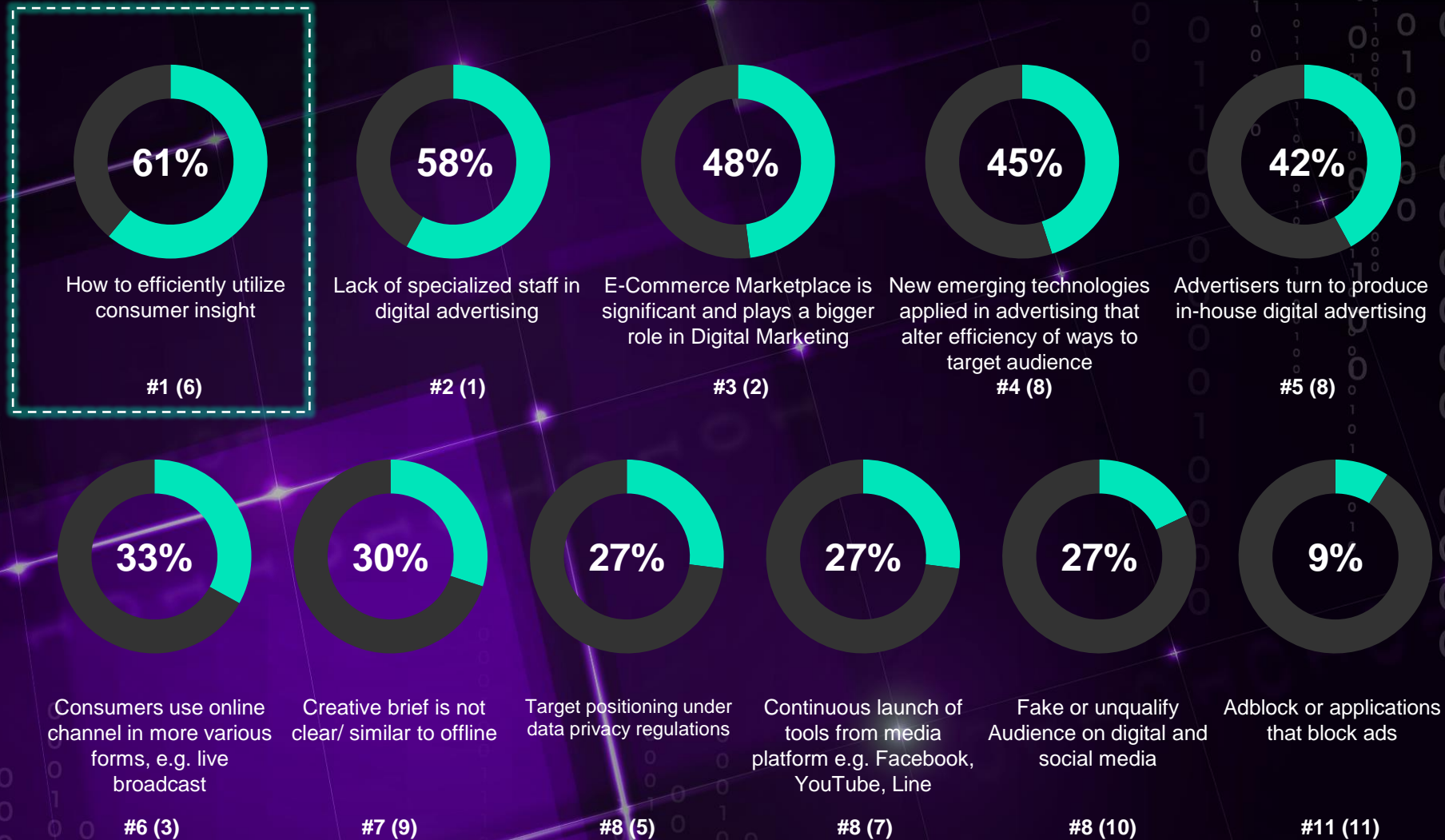


Fig in %

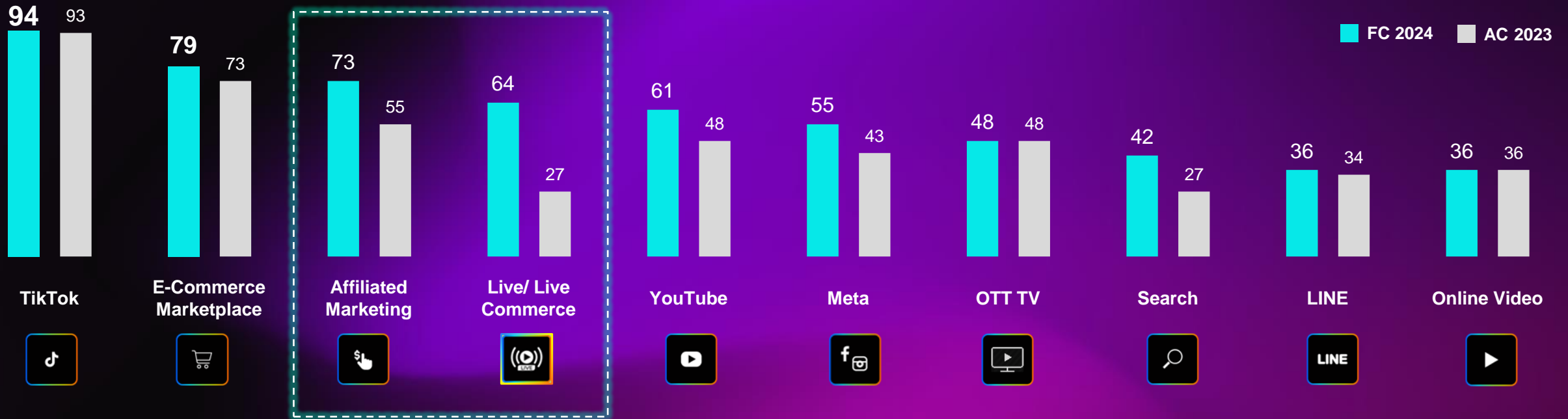
Base : All respondent
2024 (n=33)
2023 (n=44)

2024 Importance Ranking
() 2023 Importance Ranking

Future Trending Media

What are the trending media that digital ad agencies in Thailand will use in the future?

Apart from **TikTok and E-Commerce marketplace** that marketers believe to be the game changers in the landscape, Digital Ad agencies also evince an interest in using **Affiliated Marketing and Live/ Live Commerce** increasingly in 2024



Digital Media Tools

E-Commerce Marketing Tools are still ranked at the top significant tool for another year.

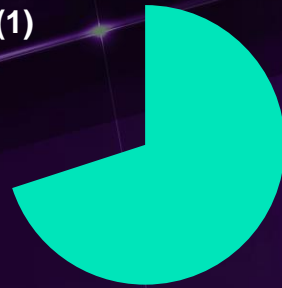
However, **Social Listening Tools** and **Artificial Intelligence** have gained a notable increase in significance and interest among marketers.

Data Analytic Platform and **Real-Time Bidding Optimization tools** seem dwindling in importance and interest this year

Which digital media tools do you think clients are most interested in and will play a significant role in 2024?

Fig in %

#1 (1)



70%

E-commerce Marketing Tools

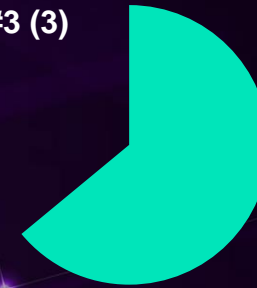
#2 (4)



67%

Social Listening Tools

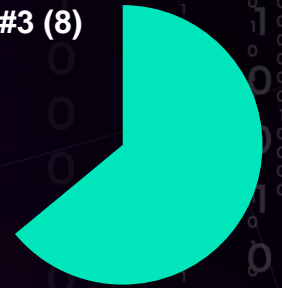
#3 (3)



64%

Real-Time Media, Dashboard, Monitoring Tools

#3 (8)



64%

Artificial Intelligence (AI)

#5 (2)



55%

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

#6 (6)



45%

Social Analytic Tools

#7 (5)



30%

Real-Time Bidding Optimization Tools

#7 (7)



30%

Programmatic Platform (DSP/SSP)

#9 (10)



21%

Search Tools

#10 (9)



12%

Messaging App/ Chatbot

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2024



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The full report will be available for purchase & download on **November 15** .

Please standby on the site by scanning the QR or contact our representatives below.

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Mid-Year 2024

US\$599



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