

Clicks, carts & conversions in Thailand

What today's online shoppers really want (and how to deliver)

Whether you already sell to this market or you want to expand across borders, these insights can help you meet local expectations, engage shoppers and grow your sales.

[Explore the full series of country reports and the Global E-Commerce Trends Report here.](#)

Key

↑ = Higher than global average

→ = Same as global average

↓ = Lower than global average

Unpacking the dynamic Thai market

95% ↑

buy directly from social media platforms

The social shopper

84% ↑

say sustainability is important to them when shopping online

The sustainable shopper

78% ↑

make purchases during Black Friday weekend

The Black Friday shopper

66% ↑

buy from online retailers based in other countries

The cross-border shopper

55% ↑

have an online shopping subscription

The subscription shopper

48% ↓

buy refurbished or pre-owned items online

The refurbished and recycled shopper

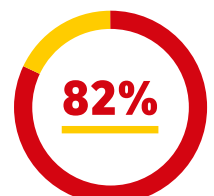


96% buy from marketplaces

Which ones do they buy from the most?



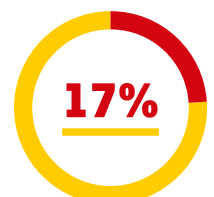
Shopee



Lazada



Amazon



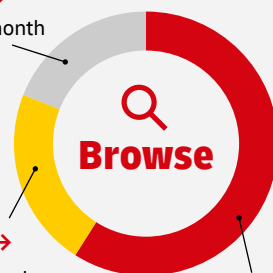
Shein

The conversion challenge: Turning browsers into buyers

Shoppers in Thailand browse more than they buy. But if you get the experience right at every touchpoint, your business can turn clicks into sales.

19% ↓

Once a month or less



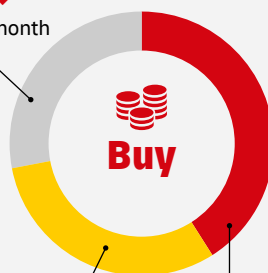
22% →
Once a week

59% ↑

At least two to three times a week

28% ↓

Once a month or less



31% ↑

Once a week

41% ↑

At least two to three times a week



What device do they use to shop?

Smartphone

98% ↑

Retailer's mobile app

80% ↑

Laptop/desktop

61% ↓

Voice commands

53% ↑



How do they pay?

Digital wallet

79% ↑

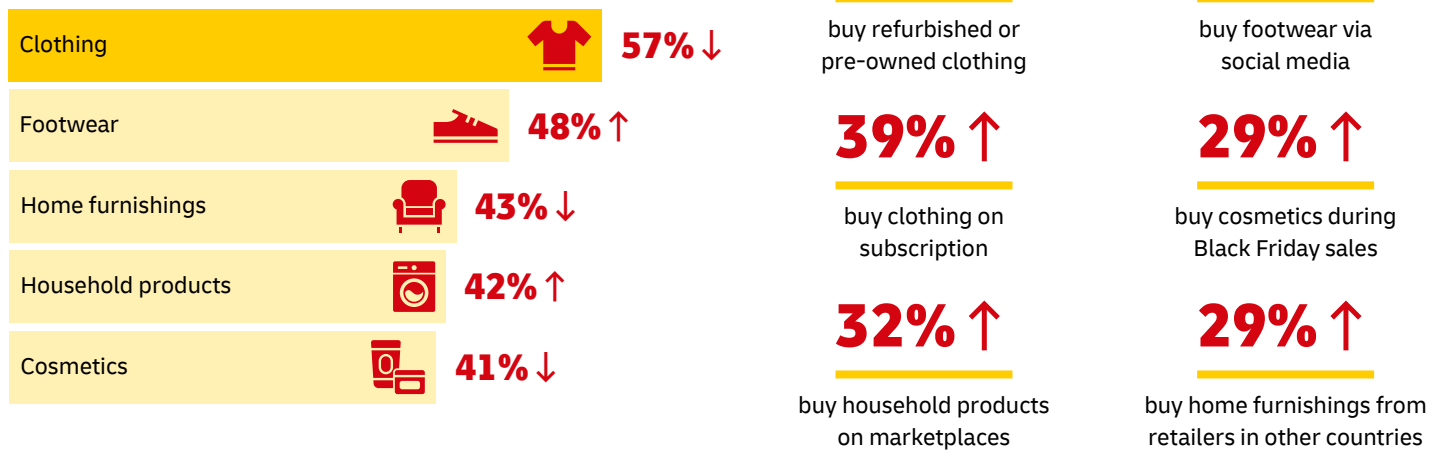
Credit or debit card

59% ↓

Buy Now, Pay Later

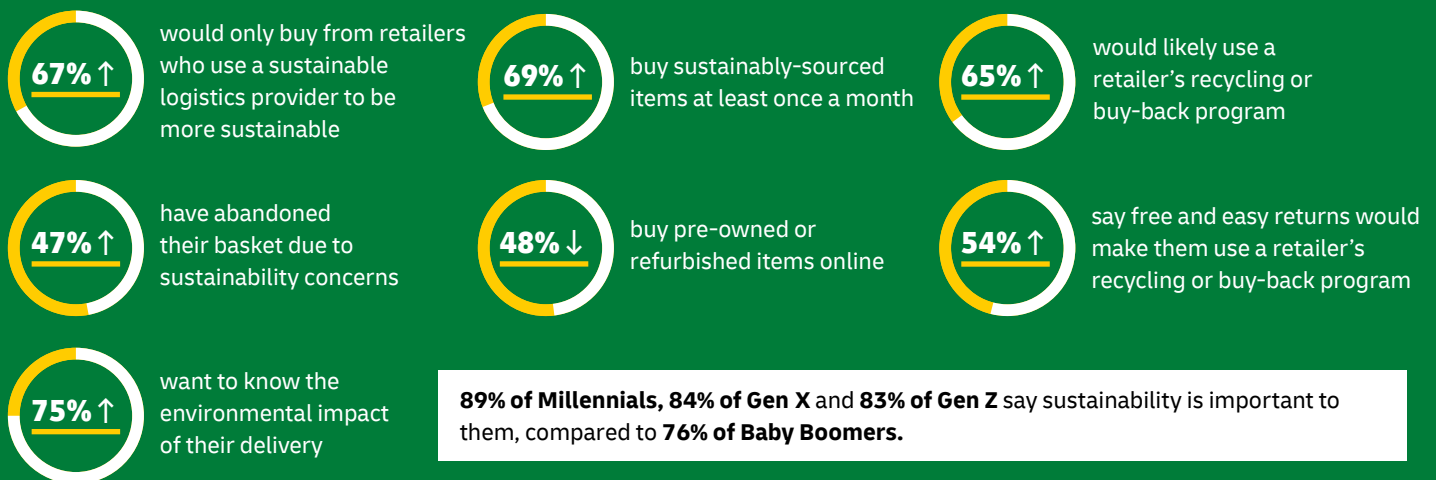
52% ↑

What do Thai shoppers buy online?



The shift to more sustainable choices

7 in 10 Thai shoppers say sustainability will become more important to them in the next five years.



Social shopping: connecting trends with the cart

9 in 10 shoppers in Thailand have made a purchase on social media, and 96% say it could become their top shopping destination by 2030.



Keeping up vs. buying: generational differences

TikTok is popular with all generations in this market, but particularly Gen Z and Millennials. 95% of Gen Z buy on TikTok, compared to 66% of Baby Boomers. Gen X shoppers are the generation most likely to use social platforms for shopping inspiration.

Do Thai shoppers believe the Black Friday hype?

78% buy online during Black Friday or Cyber Monday – but 13% don't believe the hype.

74% of Thai shoppers are motivated by savings and discounts during Black Friday. Millennials and Gen X lead in activity, while Baby Boomers are the least likely to trust retailers' offers and prices.

How much do Thai shoppers buy and do they trust retailers' Black Friday offers?

	Buy more or the same	Buy less or not at all	Completely or mostly trust retailers' offers
Gen Z	74%	26%	64%
Millennials	84%	16%	70%
Gen X	77%	23%	68%
Baby Boomers	78%	22%	53%

What does it take to win over Thai shoppers?

From high shipping costs and slow delivery to not being offered their preferred options for receiving and returning their orders, the barriers to purchase for Thai shoppers are clear. To turn browsers into buyers, you need to provide the delivery and returns options these shoppers want – otherwise, they're likely to walk away instead of clicking 'buy now'.



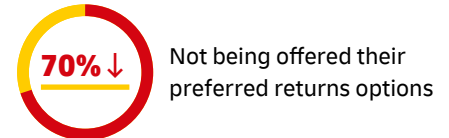
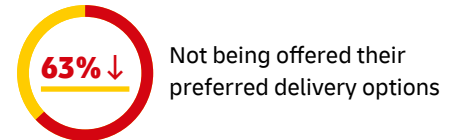
What frustrates these shoppers?



What improvements do they want?

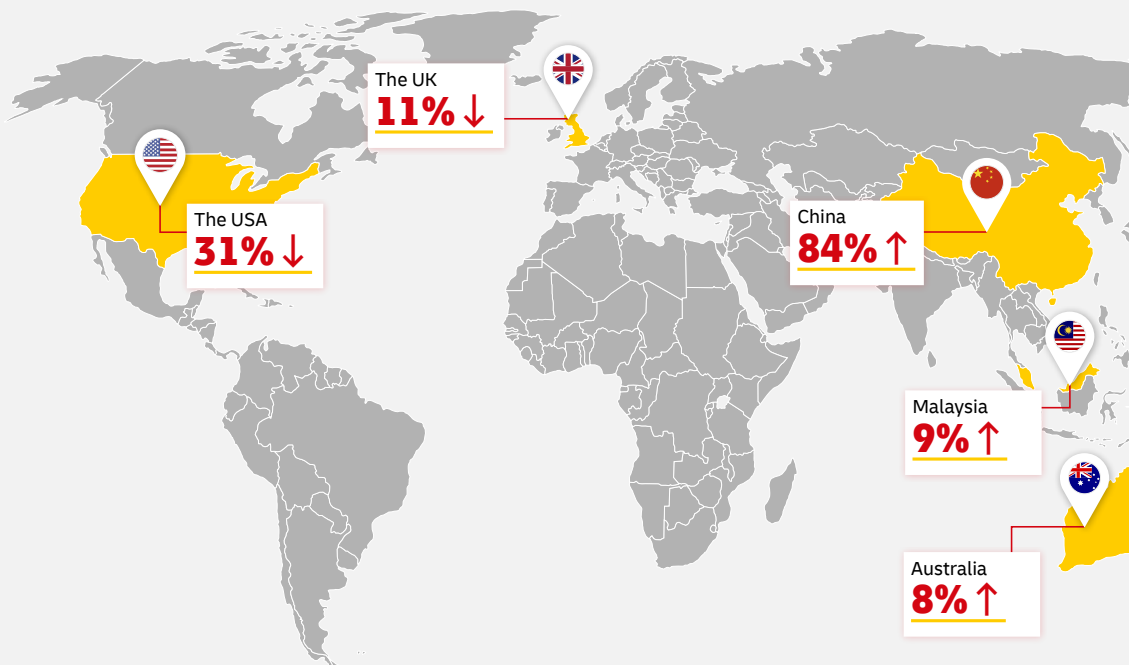


What makes them abandon their baskets?



Where does Thailand buy from?

66% of shoppers in Thailand buy from retailers in other countries – and 64% do so at least once a month. This rises to 70% for Millennials and 75% for subscription shoppers in this market.



53% ↑

buy from other countries to get better quality products

63% ↑

don't buy from other countries because of long delivery times

56% ↑

say secure payment options and buyer protection would make them feel more confident buying across borders

Who buys from Thailand?



Malaysia



China



India

Do you run an e-commerce business in Thailand?

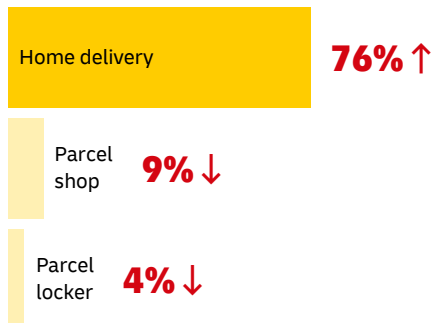
Expanding into new markets could be your next big growth opportunity. [Find out more](#) about our fast, affordable and reliable international delivery and returns.

How can you deliver on their expectations?

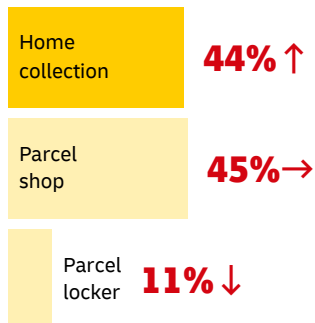
3 in 5 Thai shoppers will abandon their baskets if their preferred delivery and returns options aren't available. Free delivery is particularly important to this market – 61% mainly buy from online retailers that offer free delivery.

[Explore the increasing popularity of out-of-home.](#)

Delivery preferences



Returns preferences



53% ↓

won't buy from an online retailer if they don't trust the delivery provider



58% ↓

won't buy from an online retailer if they don't trust the returns provider

How do they track and redirect their parcels?

If they're not home to receive their parcel, they prefer to:



39% ↑

track and redirect their deliveries using the delivery provider's app



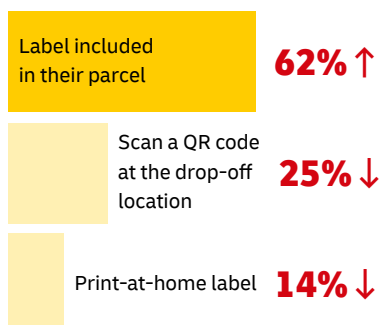
21% ↑

use the retailers' app

Return to retailer

52% of shoppers in Thailand have returned an item to an online retailer, with 82% returning up to 30% of their purchases. Millennials, Gen Z and refurbished shoppers are the most frequent returners. [Review the global returns landscape.](#)

What are their return label preferences?



Top reasons for returning items:

1. Poor quality
2. Doesn't look like the image
3. Damaged during transit
4. Wrong size
5. Ordered more than one size/color

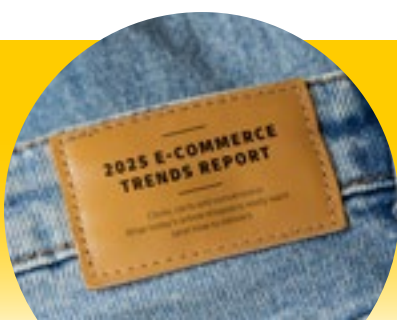


58% ↑

have spent more to get free delivery, then returned the extra items

56% ↓

prefer to return items via out-of-home locations



Unpack even more global insights...