

Asia Pacific Workforce Hopes and Fears Survey 2024 - Thailand Snapshot

Who we spoke to

1,000

Thai workers

54%

Male

46%

Female

12%

Gen Z
(18-27)

52%

Millennials
(28-43)

96%

Employed
(permanent)

4%

Employed
(temporarily)

Type of work

62%

Office work

12%

Skilled
manual work

8%

Other professional
work

19%

Other manual
work

30%

Gen X
(44-59)

6%

Baby Boomer
(60-78)

Change is everywhere and employees are feeling it

Change is accelerating, making the Thai workforce feeling excited and nervous about change.

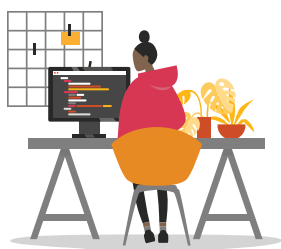
90% feel ready to adapt to new ways of working and grow in their role (vs Asia Pacific 75%).

70% have had to learn new technologies and tools in order to do their jobs (vs. Asia Pacific 48%), and 60% experienced an increasing workload in the last year (vs. Asia Pacific 46%).

79% have experienced more changes at work in the past year than in the 12 months prior (vs Asia Pacific 68%).

62% believe there is too much change happening all at once (vs Asia Pacific 59%).

Evolving expectations



Thai workers are less satisfied with their workplace but less likely to seek job changes, raises, or promotions amid rapid changes.

65% are satisfied with their jobs (vs Asia Pacific 62%), a 14% decrease from last year's job satisfaction of 79%.

Thai workers' actions in the next 12 months

	Thailand 2023	Thailand 2024	Asia Pacific 2024
Ask for a pay raise	47%	45%	46%
Ask for a promotion	43%	35%	39%
Change employer	30%	28%	31%

59% are extremely or very confident about their job security outlook in the next 12 months (vs Asia Pacific 61%).

Non-financial rewards are as important as fair pay

For Thai employees, the most critical factors in their job satisfaction are receiving fair pay, finding their work fulfilling and working in a collaborative environment. Furthermore, Thai workers also value flexibility (73%) and challenging work (62%).

Top three job priorities ranked by Thai workers



64% say a better pay will help them perform their job better (vs Asia Pacific 57%), followed by better technologies and tools (58%), career advancement opportunities (58%) and work-life balance (56%).

Skills development

Thai workers need to develop their skills

56%

agree that learning opportunities influence their decision to stay or leave (vs Asia Pacific 48%).

48%

acknowledge their jobs will require future skill changes within five years (vs Asia Pacific 44%).

63%

have opportunities to showcase their skills at work (vs Asia Pacific 57%).



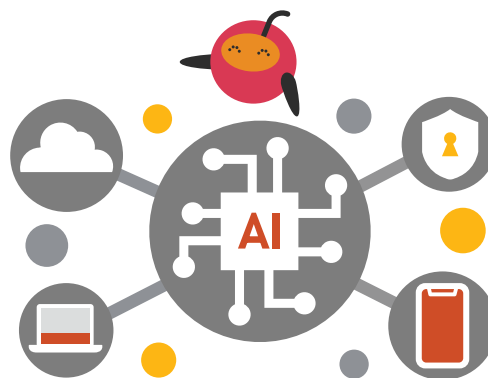
61%

believe their employer adequately supports future skills development through learning opportunities (vs Asia Pacific 52%).

AI adoption

73% have used GenAI in the past 12 months for work (vs Asia Pacific 70%), but just 17% used it daily (vs Asia Pacific 16%).

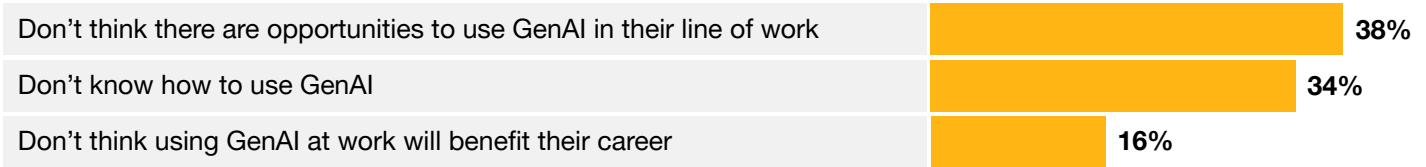
The manufacturing and automotive sector (18%) is the leading industry in terms of daily GenAI usage at work, followed by financial services (16%) and consumer markets (15%).



75% expect GenAI to increase efficiency at work (vs Asia Pacific 68%), significantly higher than last year's survey at 47%.

Furthermore, 67% believe that GenAI will increase their job security, followed by workload (66%) and salary (65%).

Top three barriers to AI adoption



Positive impacts and potential concerns

Positive impacts	Thailand	Asia Pacific
GenAI will create opportunities for me to learn new skills	90%	82%
GenAI will improve the quality of my work	87%	81%
GenAI will help me be more creative at work	85%	80%
Potential concerns		
GenAI will increase bias in my organisation that impacts employees like me	62%	59%
GenAI will provide incorrect or misleading information that seems credible to me, and I won't know	58%	58%
GenAI will increase bias in my organisation that impacts employees like me	52%	54%

Climate change

Thai workers are concerned about the impact of climate change in their workplace similar to their Asia Pacific peers.



60% worry climate change will introduce health and safety risks in their workplace (vs Asia Pacific 51%).

42% say disruptions from extreme weather events or environmental changes will impact their ability to work (vs Asia Pacific 40%).

42% believe that new technologies or advancements in their field related to climate change will require them to learn new skills (vs Asia Pacific 40%).



Key takeaways for Thai business leaders



Become a 'transformative leader' as the pace of change is likely to accelerate. Inspire and support your employees to adapt to these changes with you. Not all employees will be on board with change, so enhance communication, training, and support to guide them through the entire journey. Ensuring your employees are well-equipped to manage change is essential for improving job performance and morale in this dynamic environment.



Proactively respond to expectations. Although Thai employees are generally positive about their workplace, employers must address their needs to retain and attract new talent. By responding to employee expectations in areas such as financial rewards, job fulfilment, and collaborative work environments, business leaders can enhance overall job satisfaction and maintain competitiveness in the job market.



Focus on employee skills development benefits both employers and employees, as the skills required for a job will evolve with the accelerating pace of change. Therefore, business leaders must invest in upskilling, promoting continuous learning and skill growth beyond current roles to better utilise their workforce. Analyse employee skills to understand your workforce's capabilities and tailor upskilling programmes accordingly.



The adoption of GenAI begins with you as leaders, embedding the values of a human-led and tech-powered approach to instil confidence in GenAI. At the same time, implement a 'responsible AI' framework to ensure that risks and benefits are understood across the organisation. It is also crucial to allocate resources for upskilling employees so they are comfortable with and fully understand how GenAI can be used in their roles.



Listen to employees' concerns about climate change, as this can help leaders implement tangible green initiatives such as emission reductions and energy efficiency. Prepare upskilling programmes for employees to adapt to new climate realities and involve them in the sustainability efforts.

Contact us

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About Global Workforce Hopes and Fears Survey 2024

In March 2024, PwC surveyed 56,600 individuals, including 19,500 in [Asia Pacific](#) (with 1,000 Thai respondents) who are in work or active in the labour market. The survey is designed to analyse workers on their sentiments, AI adoption, climate change and skill development.

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