Thailand Voice of the Consumer 2026

The rise of everyday health

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Health is no longer a trend. It's a priority.

Over the years, health and wellness have become increasingly embedded in everyday consumer decision-making in Thailand. Thai consumers have witnessed a notable increase in clean food choices, numerous low-sugar, zero-fat, high-protein drink varieties, and a surge in cycling and running clubs and events nationwide.

These, among many other developments, support the findings in the **Thailand Voice of the Consumer 2026**: Thai consumers are genuinely interested in health and wellness, and are willing to spend to support them. This report explores how this established interest is now expanding into more preventative and personalised approaches to health, including early detection and tailored advice based on individual data and goals.

Today, technology is emerging as a powerful enabler. Thai consumers are turning to AI for health guidance and are increasingly willing to share their data in exchange for more tailored insights or the possibility of early detection. At the same time, they place strong emphasis on the privacy and security of their data, highlighting the need for organisations to build trust and safety into their products and services.

Alongside this growing openness to technology, the foundation of human trust remains strong: when it comes to making real health decisions, Thai consumers continue to lean on healthcare professionals and experts as well as people they trust—friends, family and colleagues—for guidance they can depend on.

At a glance: Six signals shaping Thailand's health and wellness market

80%

would pay more for wearables whose data is trusted and can be reviewed by healthcare professionals to support their health and wellness.

63%

already use AI for health and wellness questions, showing that AI has become part of the consumer health discovery journey.

73%

prioritise security and privacy when considering health and wellness products or services. Trust and data protection are critical to purchase decisions.

80%

have purchased speciality health food and beverages, compared with the global average of 35% in this category.

71%

have purchased vitamins, minerals or supplements, showing that consumers are already spending on health proactively.

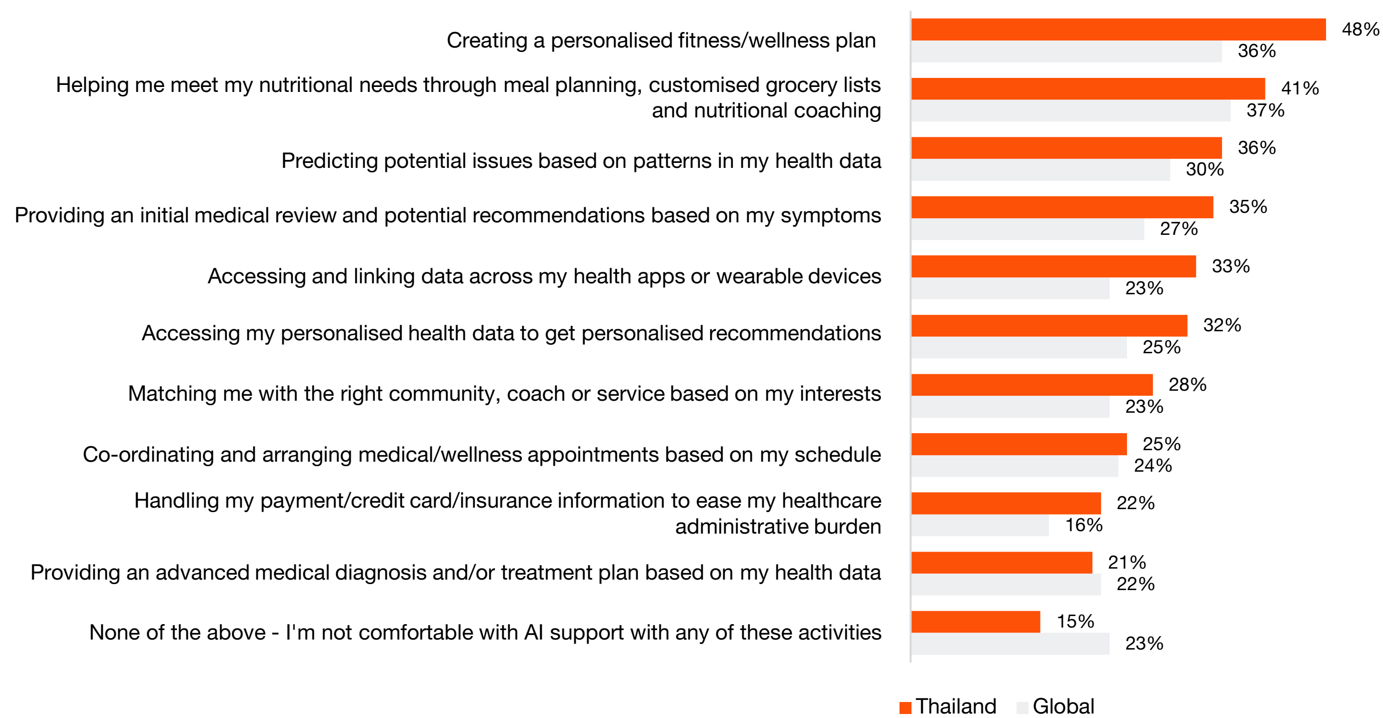
91%

are concerned about pesticides in food, indicating that food safety is becoming inseparable from health and wellness.

Technology meets trust: How Thai consumers are adopting AI in health

Thai consumers are embracing AI to support their health and wellness

Q: Which of the following health and wellness tasks, if any, would you be comfortable allowing AI to perform?



Source: PwC's Voice of the Consumer 2026

As Thai consumers move towards more preventative and personalised approaches to health, technology — particularly AI — is playing an increasingly central role in that journey.

63%

have already used AI to seek information about health or wellness questions.

Beyond information-seeking, 85% of Thai consumers are comfortable having AI support them in at least one health-related area as shown in the graph. The key highlights are:

48%
for creating a personalised fitness or wellness plan

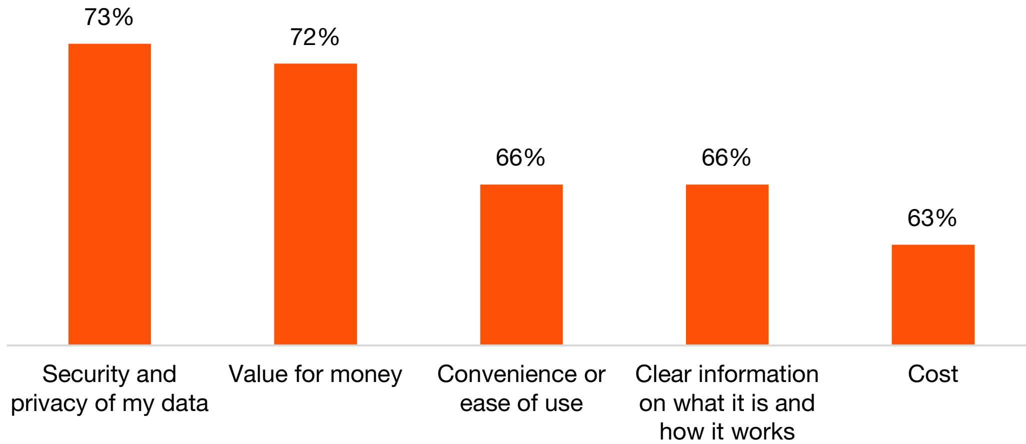
41%
for helping them meet nutritional needs

36%
for predicting potential health issues

This suggests that Thai consumers have moved beyond using AI purely as an information tool and are increasingly open to AI playing a more active, personalised role in their health decisions based on their own data.

Security and value for money are top priorities for Thai consumers

Q: When considering whether to purchase a health or wellness product or service to support your goal, which attributes are most important to you? (Showing only top five answers.)



Source: PwC's Voice of the Consumer 2026

Beyond AI, technology adoption is also widespread among Thai consumers, with 79% reporting that they use health apps or wearables. However, these numbers don't necessarily translate into an open market for the taking, since technology by itself may not be enough.

When asked whether they are concerned about the privacy and safety of their data, 62% of Thai consumers report moderate to high concern. Furthermore, when Thai consumers consider whether to purchase a health or wellness product or service to support their goal, the following attributes are most important to them:

73%
security and privacy of their data

72%
value for money

66%
ease of use and clear information on what it is and how it works

The survey points to a clear pattern: Thai consumers are embracing technology in health and wellness with clear conditions for adoption.

80%

are willing to pay more for a wearable device whose data is trusted and can be reviewed by healthcare professionals to support their health and wellness.

Taken together, these findings show that Thai consumers are ready to embrace AI and technology as part of their health and wellness journey, but not unconditionally. Trust, transparency and value for money remain the deciding factors.

Consumers want their data to be secure, to get value for money, and simplicity and clarity in how these tools work. When these conditions are met, Thai consumers are not just open to technology, they are ready to invest in it.

Key takeaways

For organisations operating in the health and wellness space, these findings signal a clear opportunity, but one that comes with responsibility. Simply offering AI-powered features is not enough; businesses need to actively build and communicate trust around how consumer data is collected, secured and used.

Equally, value must be evident and tangible, whether through cost savings or meaningful support in helping consumers achieve their health goals. In Thailand, AI may be the front door to health, but consumers still want the reassurance of human expertise behind the recommendation. Businesses that get this balance right, pairing smart technology with credible, human-backed assurance, are the ones most likely to earn deeper consumer trust and spending.

Thai consumers are putting their money where their health is

Discretionary health purchases in the last 12 months

Q: Thinking about the last 12 months, which of the following discretionary purchases did you make to support your personal health and wellbeing? (Showing three selected responses.)

80%

(vs 35% globally) have purchased speciality health food and beverages.

Thai consumers are transforming food and beverages from everyday purchases into an integral part of preventive health.

71%

(vs 64% globally) reported buying vitamins, minerals or supplements.

Supplement use is now a normal part of many Thai consumers' health routines, with purchasing levels higher than the global average. This trend reinforces opportunities for businesses offering preventive and personalised wellness solutions.

33%

(vs 22% globally) have spent on fitness-related equipment.

Nearly one in three Thai consumers spends on fitness-related equipment, reflecting how health routines are expanding beyond food and nutrition to include products and tools that support more active lifestyles.

Source: PwC's Voice of the Consumer 2026

These figures reflect the proportion of Thai consumers actively participating in these categories, suggesting just how mainstream health-driven spending has become in everyday life in Thailand.

79%

of Thai consumers indicate having the habit of taking vitamins, minerals or supplements. Among them, 56% take them frequently.

Looking ahead, Thai consumers anticipate increasing consumption across a range of health-related categories:

68%
fresh produce

49%
vitamins and supplements

44%
dairy products

40%
meat alternatives or plant-based protein

Taken together, these numbers suggest that Thai consumers aren't just invested in health, they intend to lean in even further.

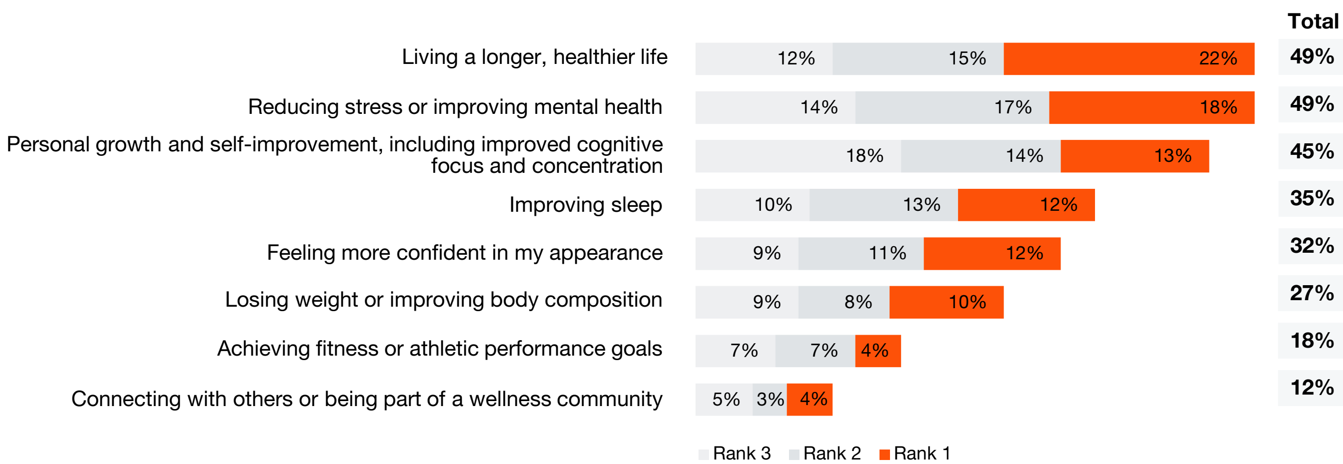
Key takeaways

The message for businesses is straightforward: demand for health-related products in Thailand is not only strong but set to grow. These figures reflect a clear progression. Rising consumer awareness is translating into actual spending today, and strong purchase intent for tomorrow, signalling a market that is very much on the rise.

Understanding Thai consumers' health priorities and concerns

The health and wellness goals that matter most

Q: Considering your current health and wellness, which of the following, if any, best represents your primary goals (i.e. specific aims or desired outcomes that you intend to achieve)?



Source: PwC's Voice of the Consumer 2026

When asked to rank their top three health and wellness goals, Thai consumers identified the following as their top priorities:

49%
living a longer, healthier life

49%
reducing stress or improving mental health

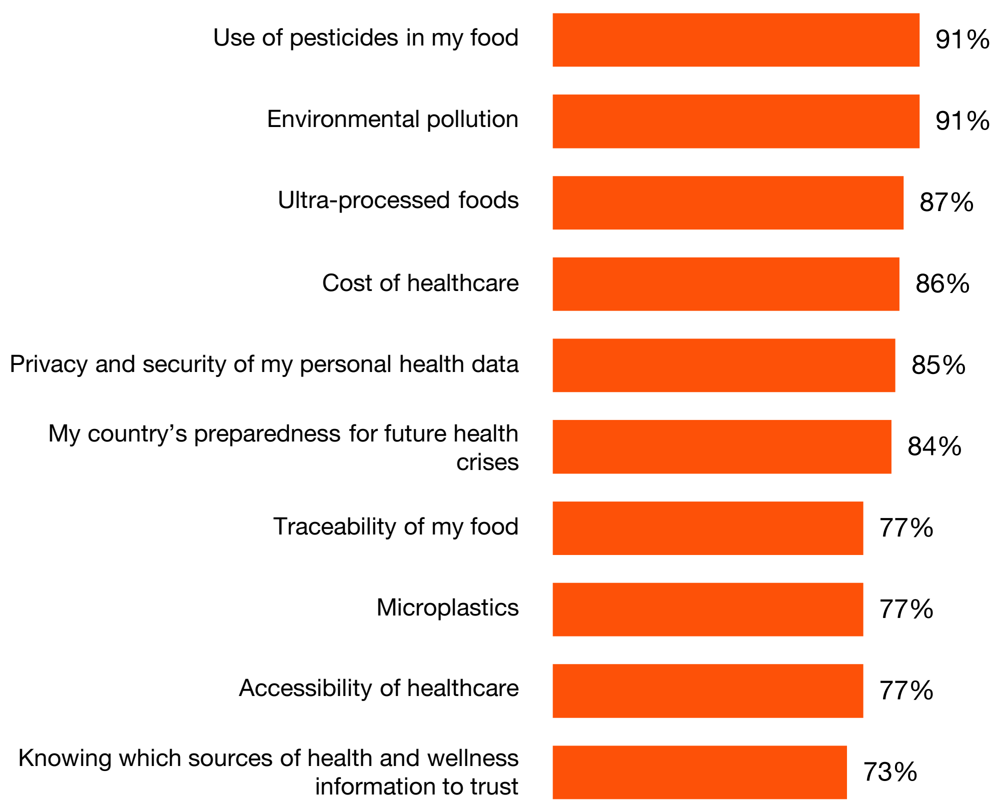
45%
personal growth and self-improvement, including improved cognitive focus

35%
improving sleep

These results suggest that Thai consumers aren't chasing short-term health gains, but are instead focused on pursuing long-term, sustainable and holistic outcomes, ultimately leading to a better quality of life.

Health concerns extend beyond personal wellbeing to environmental and food safety issues

Q: To what extent are you concerned, if at all, about the following factors in terms of their impact on your health and wellbeing? (The figures presented in the chart represent the percentage of respondents who reported being ‘slightly concerned’, ‘moderately concerned’ or ‘very concerned/extremely concerned’.)



Source: PwC’s Voice of the Consumer 2026

Form the survey, Thai consumers' concerns reveal where they see the biggest obstacles to achieving long-term health.

Food-related concerns stand out clearly:

91%
report being at least slightly concerned about pesticide use in their food

87%
express similar concerns over ultra-processed foods

77%
are concerned about the traceability of their food and microplastics.

Rather than being niche worries held by a small minority, these figures show that concern over what goes into food is widespread across the population. For businesses, this translates into a genuine willingness to spend, whether on clean-label products, minimally processed alternatives or solutions that help reduce exposure to these risks.

Environmental pollution follows a similar pattern, with 91% of Thai consumers expressing at least some level of concern. While pollution is often seen as a matter for governments and policymakers to address, it also opens the door for consumer-driven solutions, from water filtration systems to air purifiers, that allow individuals to take some control over their immediate environment, even as broader systemic issues remain out of their hands.

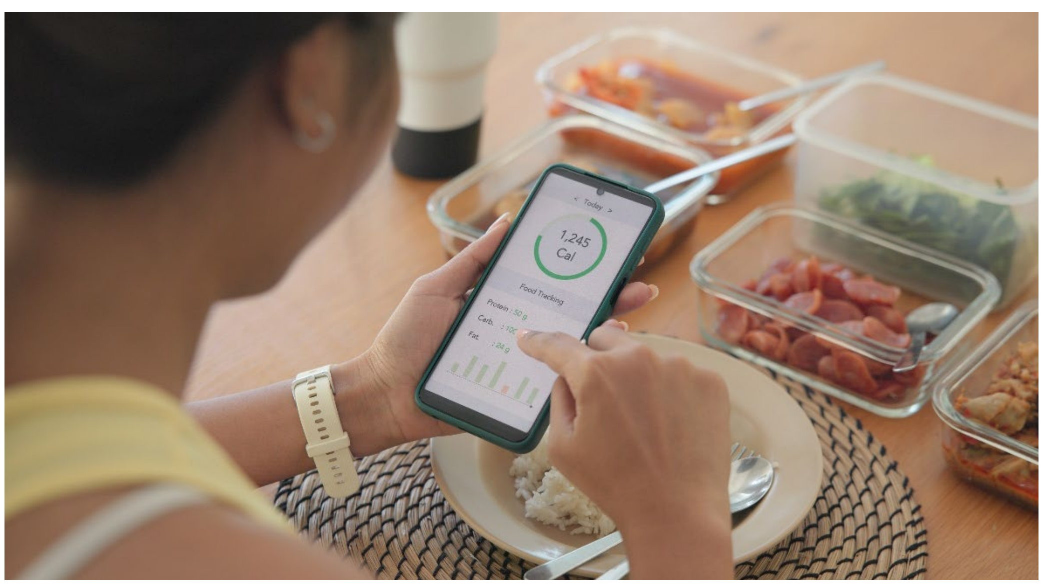
Key takeaways

For businesses, the message is clear: Thai consumers are not chasing short-term health gains, but are instead pursuing long-term, sustainable and holistic outcomes, ultimately, a better quality of life. This includes not just physical health, but also mental wellbeing and personal growth. At the same time, food safety—particularly around pesticide use, ultra-processed foods and microplastics—remains a significant and widespread concern, directly tied to consumers' long-term health goals.

The path ahead: Turning insight into impact

What began as growing awareness has evolved into sustained action. Thai consumers are not merely interested in health; they are actively investing in it, from the speciality foods they buy to the supplements they take and the technologies they adopt.

Today, Thai consumers are discerning participants in their own health journeys. They are drawn to AI and digital tools for the convenience and personalisation these technologies offer, but they extend their trust conditionally—demanding transparency, data security and tangible value in return. For businesses, this presents both an opportunity and an obligation. The appetite for health-related products and digitally enabled services is real and growing, but capturing it requires more than just simple participation. Organisation must:



1

Build trust as infrastructure, not afterthought.

Data privacy and security cannot be a compliance checkbox; they must be a core design principle, especially as consumers weigh whether to share personal health data in exchange for more personalised insights.

2

Pair technology with human credibility.

AI may open the door, but Thai consumers want the reassurance of healthcare professionals and experts behind the recommendations they receive.

3

Meet consumer concerns head-on.

As concerns around pesticides in food, ultra-processed foods, and microplastics become mainstream considerations, transparency around sourcing, ingredients and production will increasingly separate brands of choice from the rest.

4

Design for the long game.

Thai consumers are not chasing quick fixes, they're pursuing sustainable, holistic wellbeing across physical, mental and cognitive dimensions. Products and services that speak to this long-term vision, rather than short-term outcomes, may resonate most.

The opportunity is clear. The consumers are ready. The question now is which organisations will rise to meet them.

Get in touch

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About the survey

PwC's **Voice of the Consumer 2026** research explores how consumers across global markets are approaching health, wellness, technology, trust and purchasing decisions. Conducted in February and March 2026, the survey gathered responses from 21,808 consumers across 27 countries and territories, including 501 consumers in Thailand.

The Thailand analysis highlights the attitudes, behaviours and priorities of Thai consumers, while comparing the findings with global results to identify both local nuances and broader consumer trends.

In this report, figures shown in charts may not total 100% due to rounding and, in some instances, the exclusion of responses such as 'neither/nor', 'other', 'none of the above', 'don't know' and 'prefer not to say'.

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