

THAILAND

DIGITAL ADVERTISING SPEND

2019 – 2020



57

Categories deep dive to enable opportunities for marketers

14

Disciplines to explore digital trends

Introduction

In 2020, internet users in Asia Pacific is accounted for 2.42 billion with a penetration rate of 56%, according to We Are Social Digital Report. The number of internet users has increased by 9.2% or by 204 million users, comparing the number in January 2019 and January 2020.

KANTAR Connected Life data reveals that, 70% of the Thai population use social networks daily, averaging on 4 platforms used per week. E-Commerce also sees great growth potential with 60% identifying themselves as E-Commerce prospects.

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 15%, and is expected to reach THB 20 Billion by the end of 2020.

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

**This report presents the data of actual spend for 2019 and forecast of 2020*

Methodology

Market research consultancy firm KANTAR INSIGHTS THAILAND has collected and processed the data used in this report from 38 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.



Disciplines

Agencies have provided spending data on the following 14 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.
Others	Other online advertising

Sub-Disciplines

Display	<ul style="list-style-type: none"> Display Direct Display Ad Network Display Programmatic
Online Video	<ul style="list-style-type: none"> Online Video Direct Online Video Ad Network Online Video Programmatic
YouTube Ad	<ul style="list-style-type: none"> YouTube Ad Desktop Display YouTube Ad Mobile Display YouTube Ad Desktop Video YouTube Ad Mobile Video
Facebook Ad	<ul style="list-style-type: none"> Facebook Ad Desktop Display Facebook Ad Mobile Display Facebook Ad Desktop Video Facebook Ad Mobile Video
Instagram Ad	<ul style="list-style-type: none"> Instagram Ad Display Instagram Ad Video
Creative	<ul style="list-style-type: none"> Creative Video Production Creative Web Banner & App Production Creative Social Media Platform Management Creative App Production
LINE	<ul style="list-style-type: none"> LINE Direct LINE Video LINE Display LINE Other
Search	
Twitter	
Instant Messaging	
Social	
Native Ads	
Others	
Affiliated Marketing	NEW FROM Y19

NEW FROM Y19

Others

Methodology

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
	Communications & Devices
	Computers
	Audio/Visual Electrical Products
	Electrical Products (Non Audio/Visual)
	Alcoholic Beverages
	Non-Alcoholic Beverages
Food & Beverage	Seasoning Products
	Snack Foods
	Dairy Products & Dairy Substitute Prod.
	Bakery & Chocolate/Wafers/Biscuits
	Dietary Products
	Vitamins & Supplementary Foods
	Foodstuffs
	Food Outlets & Restaurants
	Retail Shops
	E-commerce Business
Shops	

Category	Industry
Education	Educational Institutions
Clothing	Clothing & Underwear
	Footwear
Personal care	Cosmetics
	Skin-care preparations
	Personal Accessories
	Toiletries
	Hair Preparations
	Oral Products
Household care	Household Cleaners
	Household Equipment & Furnishings
	Household Insecticides & Pesticides
Automotive	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
	Jewelry & Accessories

Agencies

The audit was conducted in January 2020.
Digital advertising spend data was submitted by 38 agencies.

- | | |
|---|---|
| 1 Adapter Digital Co., Ltd | 20 Itopplus Co.,Ltd |
| 2 Brilliant&Million Co,Ltd | 21 J Connect, J Walter Thompson Bangkok Group |
| 3 Carat (Thailand) Co.,Ltd | 22 MCFIVA (Thailand) Co.,Ltd |
| 4 Dentsu X (Thailand) Ltd | 23 Omnicom Media Group |
| 5 Dentsu(Thailand) Ltd | 24 MediaCom Thailand |
| 6 Ewit Co.,Ltd | 25 Mindshare Thailand |
| 7 Flexmedia Iprospect Co.,Ltd | 26 mInteraction Co.,Ltd |
| 8 Generation Advertsing | 27 Rabbit Digital Group Co., Ltd |
| 9 Grey (Thailand) Co.,Ltd. | 28 Rabbit's Tale Co., Ltd |
| 10 GroupM | 29 Showroom111 Co.,Ltd |
| 11 I-DAC (BANGKOK) | 30 Starcom MediaVest Group |
| 12 Interspace Co.,Ltd | 31 Syndacast Co.,Ltd |
| 13 IPG Mediabrands - BPN | 32 The Leo Burnett Group Thailand |
| 14 IPG Mediabrands - Ensemble | 33 Vizeum (Thailand) Vo. ltd |
| 15 IPG Mediabrands - Initiative | 34 Winter Agency Co.,Ltd |
| 16 IPG Mediabrands - Reprise | 35 Zenith Thailand |
| 17 IPG Mediabrands - UM | 36 LavaPM Performance Marketing |
| 18 IPG Advertising (Thailand) Ltd. McCann World group | 37 Digital Homemade by the sun |
| 19 Isobar (Thailand) Co.,Ltd | 38 TMD Space |



Remark:

Reported numbers are based on reported spending data of a sample of 38 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.

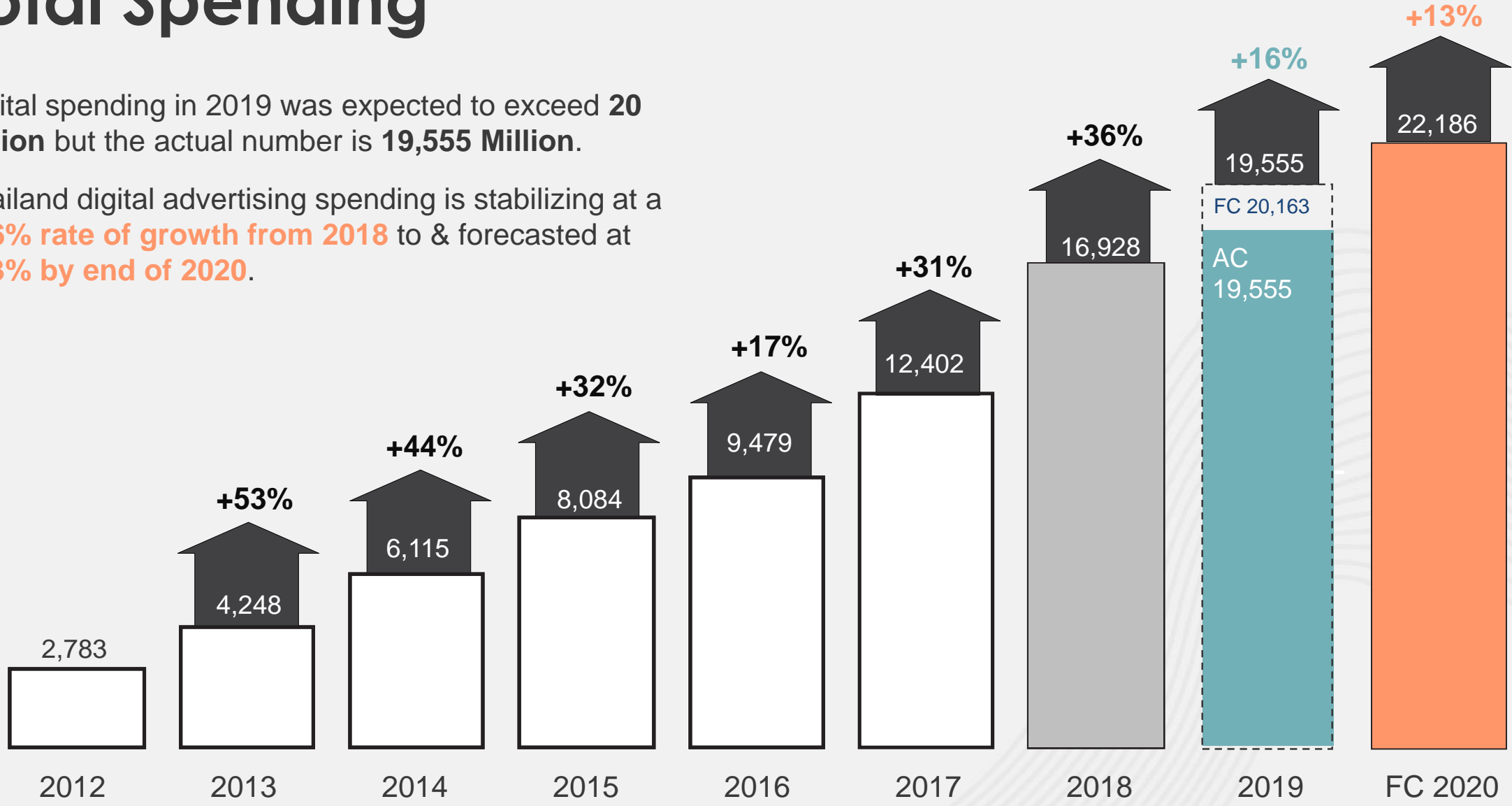
SPENDING

○○○○

Total Spending

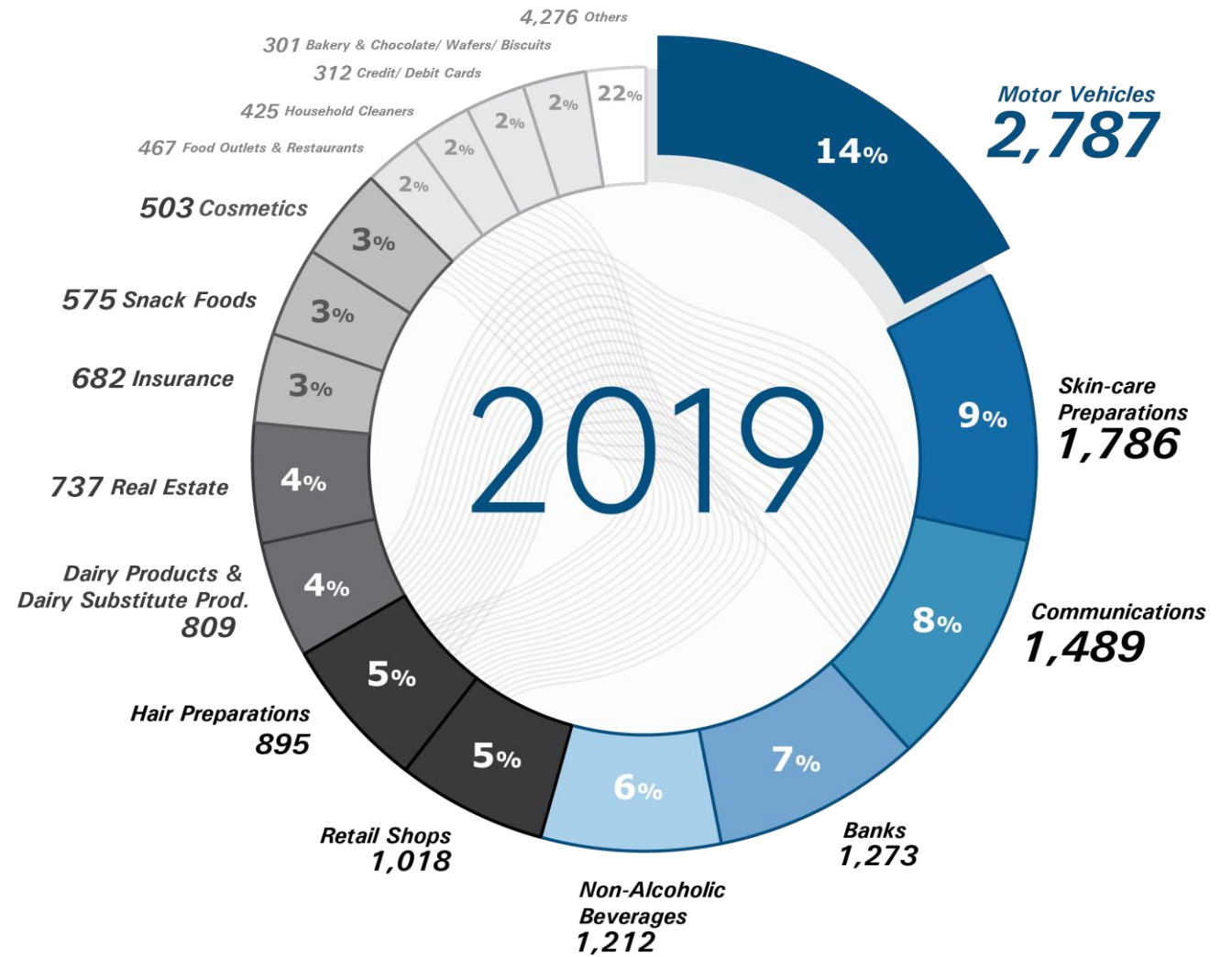
Digital spending in 2019 was expected to exceed **20 Billion** but the actual number is **19,555 Million**.

Thailand digital advertising spending is stabilizing at a **+16% rate of growth from 2018** to & forecasted at **+13% by end of 2020**.



2019 Top Industry Spending

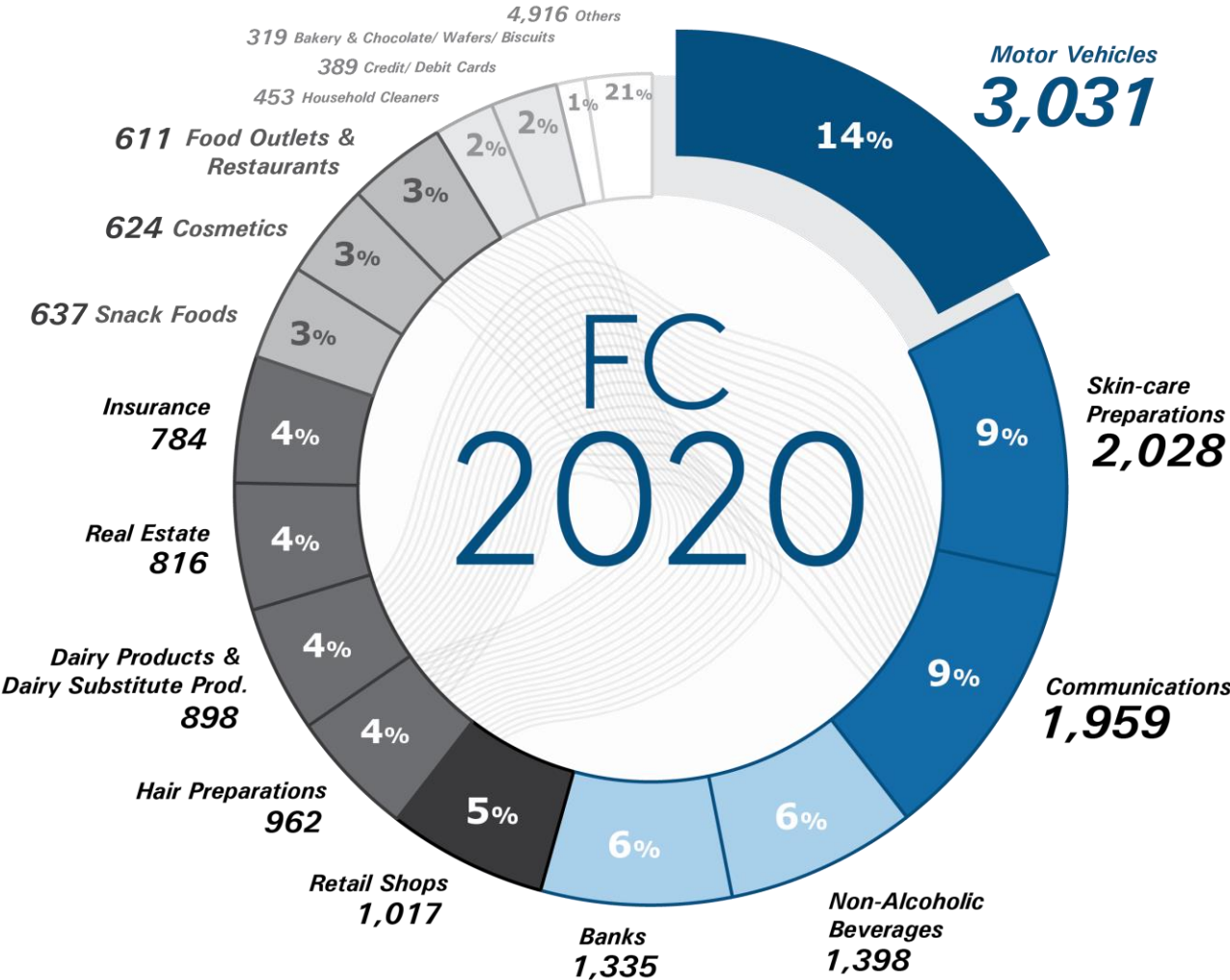
The top 3 biggest Industry spenders are **Motor Vehicles**, **Skin-care Preparations** and **Communications**.



FC 2020 Top Industry Spending

Similarly to 2019, the top 3 biggest Industry spenders are forecast to be the same; **Motor Vehicles**, **Communications**, **Skin-care Preparations**.

Communications illustrates the high growth with an increase of +400 Million THB



The 5 Highest Spenders

Motor Vehicles has remained the highest spender from 2018. From previous year, the absolute spending of the category has increased by **+300 Million THB** annually. **Skin-care Preparations** beats other categories to be the second highest spenders two years in a row.

	2017	2018	2019	FC 2020
Motor Vehicles	1,289	2,361	2,787	3,031
Communications	1,195	1,925	1,786	2,028
Banks	847	1,454	1,489	1,959
Skin-care Preparations	723	1,148	1,273	1,398
Non Alcoholic Beverages	644	1,080	1,212	1,335

Top 10 Spending Growth by Industries

Communication is forecast to show the highest growth rate of **+32%**.

Non-Alcoholic Beverages illustrates the slowest growth rate of **+5%**.

Dairy & Dairy Substitute Products is the only industry forecasted to cut back on spend at **-12%**.

Actual
2018 - 2019

▲ 15%

Motor Vehicles

▲ 19%

Skin-care preparations

▼ -29%

Communications

▲ 11%

Banks

▲ 10%

Non-Alcoholic Beverages

▲ 22%

Retail Shops

▲ 46%

Hair Preparations

▲ 18%

Dairy Products &
Dairy Substitute Prod.

▲ 14%

Real Estate

▲ 7%

Insurance

Forecast
2019 - 2020

▲ 9%

▲ 14%

▲ 32%

▲ 15%

▲ 5%

▲ 14%

▲ 19%

▼ -12%

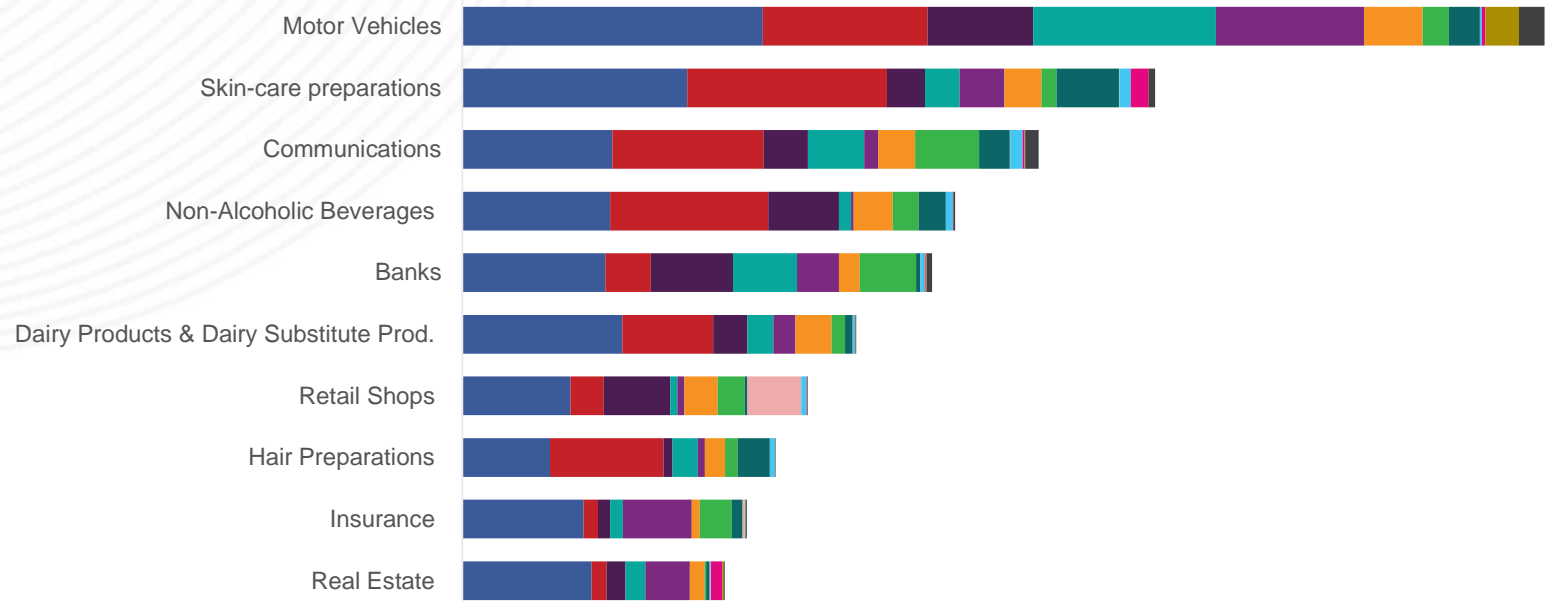
▲ 20%

▲ 6%

Top Spending Industry by Discipline

Motor Vehicles is the highest digital spender, comprised of **Facebook** at 773M, followed by **Display** at 470M, and **YouTube** at 424M.

Facebook and **YouTube** dominate the proportion of digital spending in every top ten industries.



Unit in Million THB	Facebook Ad	YouTube Ad	Creative	Display	Search	Social	LINE	Online Video	Affiliated Marketing	Twitter	Instagram Ad	Native Ads	Others	Total
Total spending in 2019	6,114	3,917	1,988	1,785	1,388	1,357	1,175	899	256	212	121	107	226	19,555
Motor Vehicles	773	424	271	470	381	151	67	80	0.04	5	9	86	66	2,787
Skin-care preparations	579	513	98	89	115	96	38	161	0.3	30	46	0.4	16	1,786
Communications	386	389	114	145	36	95	164	79	1	32	5	2	34	1,489
Banks	368	117	211	165	108	53	145	11	0.001	11	3	2	14	1,212
Non-Alcoholic Beverages	380	407	182	31	7	100	67	70	-	18	1	0.1	4	1,273
Retail Shops	278	86	171	18	18	86	69	7	139	14	0.2	0.2	2	895
Hair Preparations	226	292	23	65	18	52	33	82	-	13	0.8	0.3	0.2	809
Dairy Products & Dairy Substitute Prod.	412	233	88	67	57	93	34	20	0.7	6	0.6	0.1	2	1,018
Real Estate	333	38	49	51	114	38	4	9	2	2	28	4	3	682
Insurance	312	37	31	33	177	21	82	28	5	2	0.04	1	3	737

DISCIPLINE

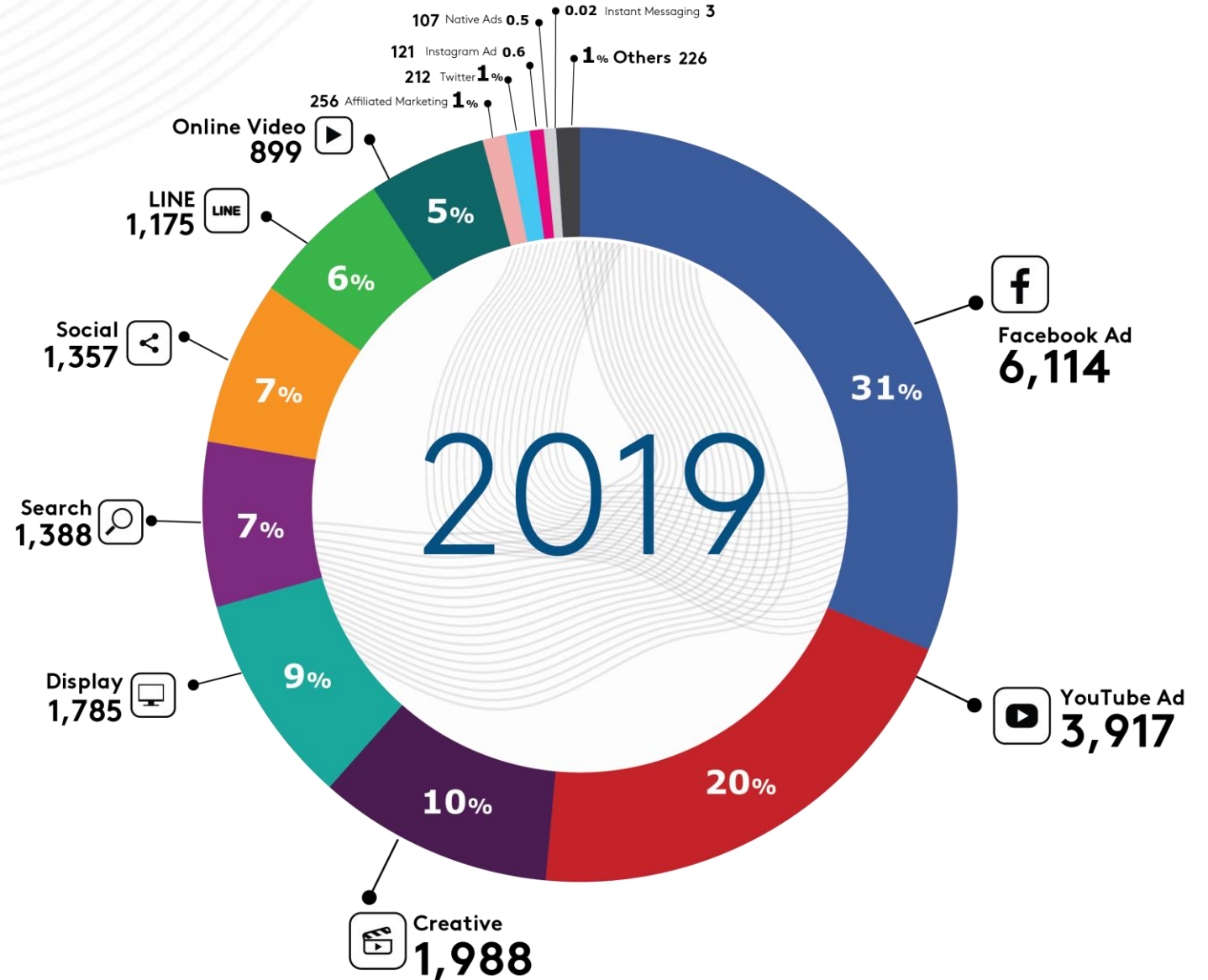


2019 Discipline Spending

Of all the disciplines, **Facebook** receives the highest spending, followed by **YouTube**, **Creative**, & **Display**

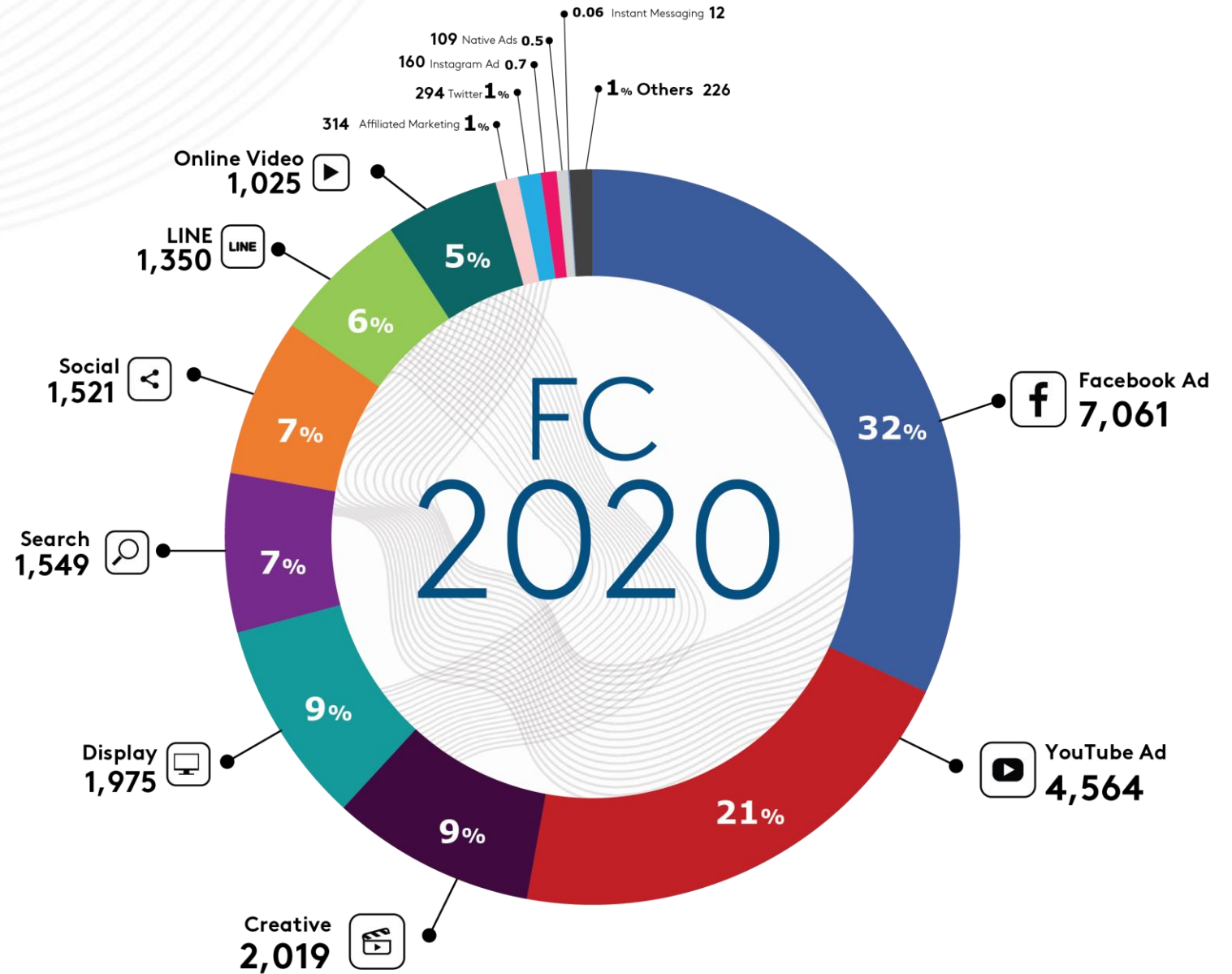
Top five ranking remains the same

Social grows in rank from #7 → #6 while **LINE** declined in rank from #6 → #7



FC 2020 Discipline Spending

All of the ranking is predicted to remain the same as in 2019, with the top three of **Facebook**, **YouTube**, and **Creative**



Discipline Spending

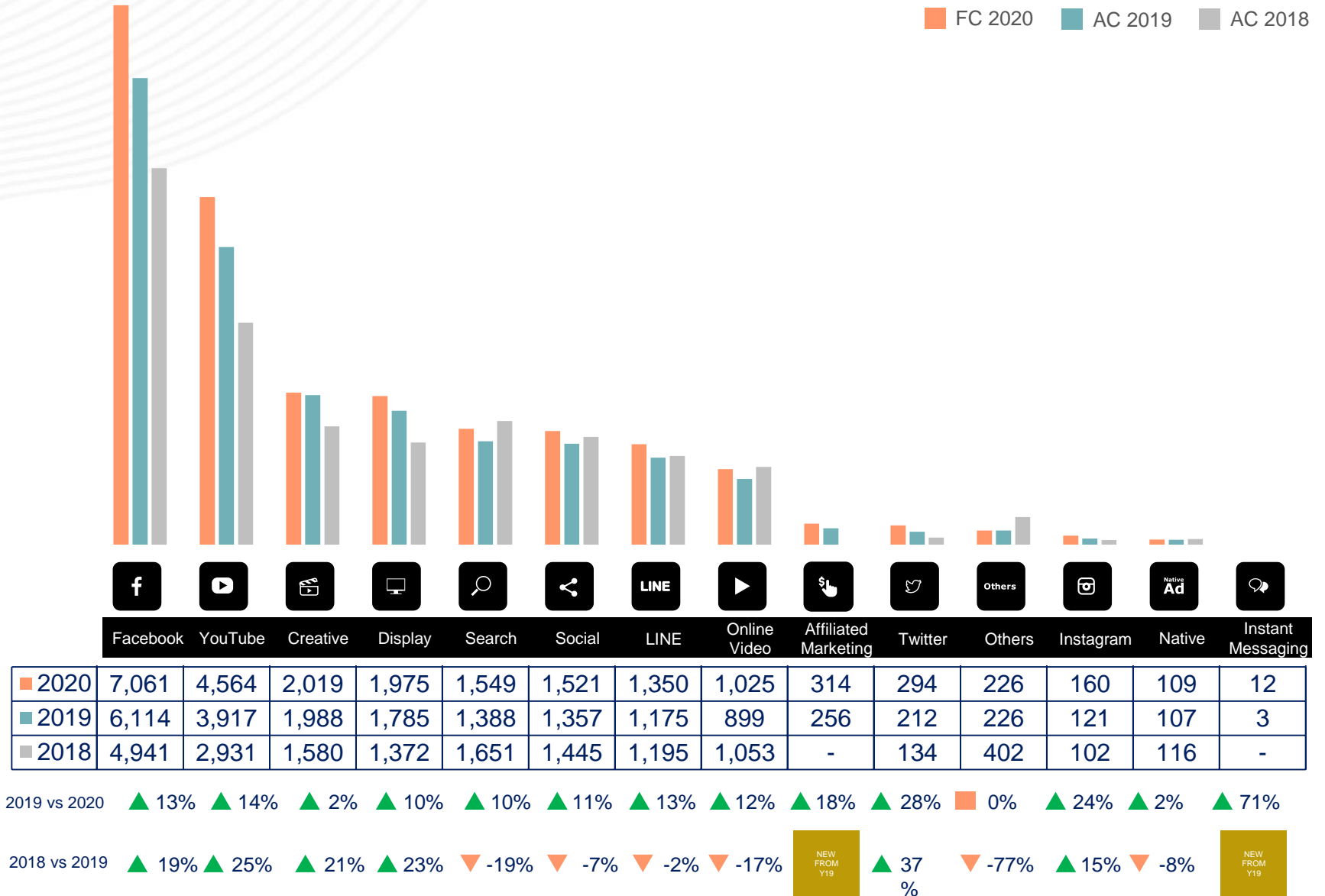
Instant messaging which is a new discipline since 2019 is expected to increase significantly by 71%

Twitter and **Instagram** also show considerable growth with a rate of 28% and 24%.

Facebook and **Youtube** dominate the proportion of such spending with a slower growth rate; 13% and 14%.

Unit in Million Baht

FC 2020 AC 2019 AC 2018



AGENCY OUTLOOK



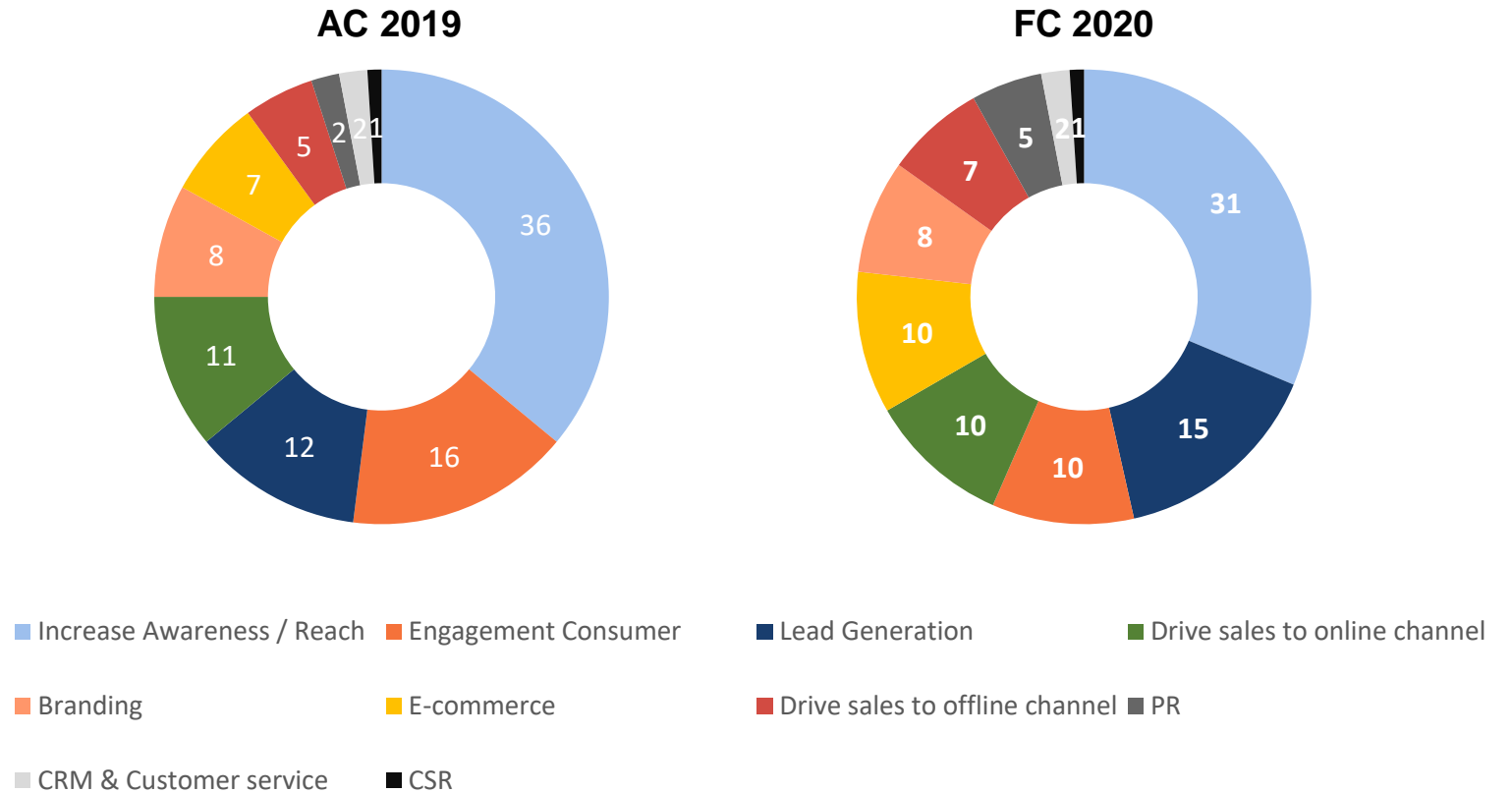
Digital Advertising Objectives

Awareness continues to be the objective of highest priority, being the first rank in 2019 and 2020.

While **Engagement** and **Lead Generation** are ranked at #2 and #3 in 2019, **Lead Generation** is predicted to take #2 in 2020.

What proportions of the budget are applied to each purpose?

Fig in %



Highlights of Report

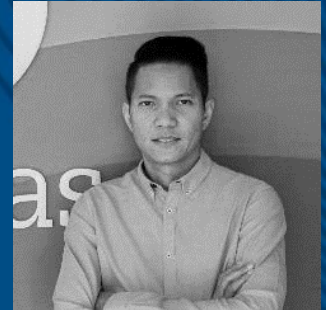
- Thailand's digital advertising spend was forecasted to grow to **THB 20 Billion** at a growth of **+19%** by the end of 2019 but the actual number revealed the spending increased to **THB 19,555 Million** at a growth rate of **+16%**
- **Communications** show the highest growth rate of **+32%**. **Skin-Care Preparations** takes the place of 2nd highest Industry Spender with a slower growth rate of **+14%**. **Motor Vehicles** firmly remains at 1st rank.
- **Facebook**, and **Youtube** dominate the proportion of digital advertising spending with a slower growth rate
- Advertisers expect to see the largest growth in digital spending from **Instagram, Twitter**, and **Instant Messaging** by the end of 2020.

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:

- ❑ **Siwat Chawareewong**
CEO, GroupM Thailand
- ❑ **Rajsak Asawasupachai**
Digital Business Director, IPG Mediabrands Digital
- ❑ **Pacharee Permvongusawa**
Business Unit Head – Digital, Publicis Media
- ❑ **Paruj Daorai**
Managing Director, Digitas Bangkok
- ❑ **Duangporn Mujanatongsuk**
Managing Director - Media Business, dentsu X Thailand
- ❑ **Narin Yenthanakorn**
Chief Operating Officer - i-dac (Thailand)



Directory



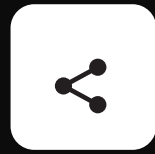
Facebook



YouTube



Display



Social



Search



Creative



Instant Messaging



Online Video



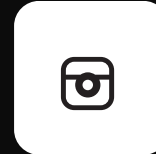
LINE



Native ad



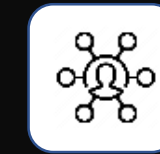
Others



Instagram



Twitter



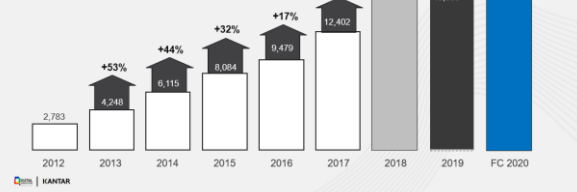
Affiliated
Marketing

Full Report Snapshot

Total Spending

Thailand digital advertising spending has grown with a slower rate than 2018 (+16% vs +36%) and is predicted to grow slowly with a rate of +13% in 2020

Digital spending in 2019 was expected to exceed 20 Billion but the actual number is 19,555 Million.



FC 2020 Top Industry Spending

Similarly to 2019, the top 3 biggest industry spenders are forecast to be the same, Motor Vehicles, Communications, Skin-care Preparations.



The 5 Highest Spenders

While the top 3 Highest Industry Spenders remain the same rank, Only in the fourth and fifth ranking, Banks is expected to take the fourth rank, replacing Non-Alcoholic Beverages.

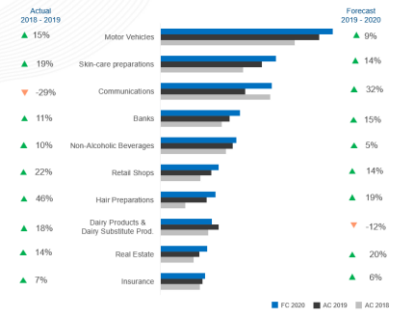


Top 10 Spending Growth by Industries

Snack Foods is soon to have the highest growth at 100% from 111 2019. Dairy & Dairy Substitute Products is the second largest growing category at 52% growth, followed by Insurance at 33%

Communication is the only industry cutting back on spend at -10%.

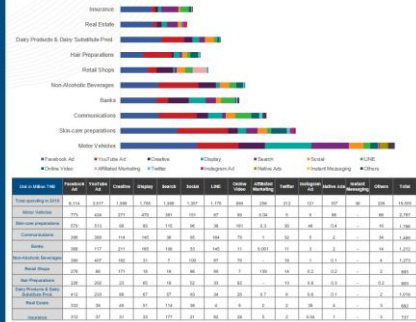
Real Estate reflects no change in the past year.



Top Spending Industry by Discipline

Motor Vehicles is the highest digital spender, comprised of Facebook at 773M, followed by Display at 470M, and YouTube at 424M.

Facebook and Youtube dominate the proportion of digital spending in every top ten industries.

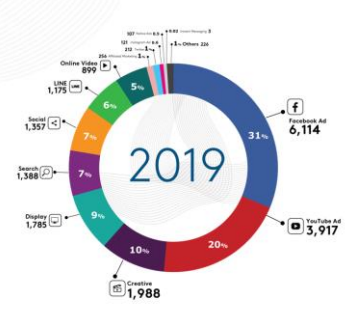


2019 Discipline Spending

Of all the disciplines, Facebook receives the highest spending, followed by YouTube, Creative, & Display

Top five ranking remains the same

Social grows in rank from #7 → #5 while LINE declined in rank from #5 → #7

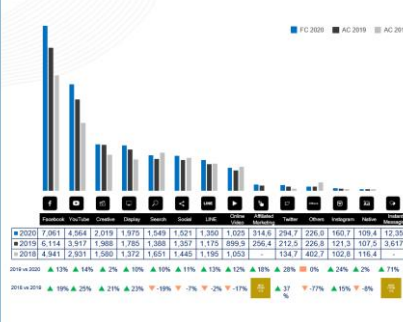


Discipline Spending

Instant messaging which is a new discipline since 2019 is expected to increase significantly by 71%

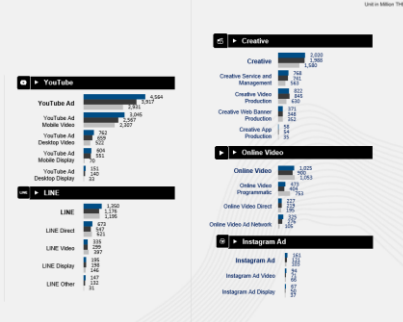
Twitter and Instagram also show considerable growth with a rate of 20% and 24%

As usual, Facebook and Youtube dominates the proportion of each spending with a slower growth rate, 13% and 14%



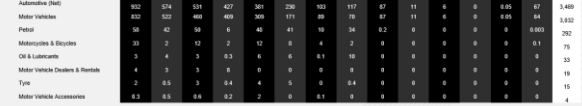
Sub-Discipline Movement

Facebook Ad, Display, and Display Ad Network show significant growth in 2020.



Automotive 3,469

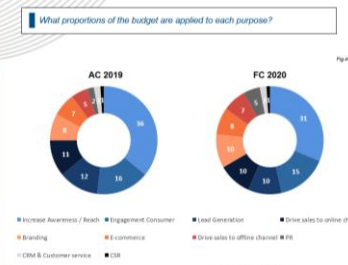
Spending in FC 2020



Digital Advertising Objectives

Awareness continues to be the objective of highest priority, being the first rank in 2019 and 2020.

While Engagement and Lead Generation are ranked at #2 and #3 in 2019, Lead Generation is predicted to take #2.



Future trending media

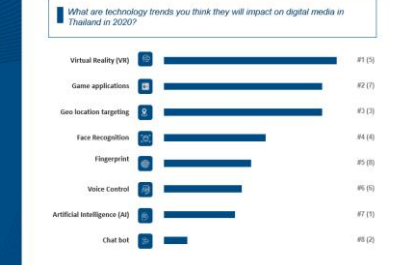
Facebook stays to be the most mentioned as future trending media in 2020. Instagram rises from #7 → #2 as well as Instant Messaging and Display show the same growth rate (#11 → #6 and #12 → #7)



Technology Trends to Impact Digital Media

Virtual Reality increases in priority from #5 → #1 as well as Game Applications grows the rank from #7 → #2

Surprisingly, Artificial Intelligence and Chatbots significantly drop priority.



Excel Files With Full Report

EXAMPLE ONLY

	Total					Display					Online Video					YouTube Ad					
	AC2018 (total)	Actual 1st Half 2019 (total)	2nd Half 19 (FC)	2019 (total)	FC Growth Y19 vs Y18	AC2018 (total)	Actual 1st Half 2019 (total)	2nd Half 19 (FC)	2019 (total)	FC Growth Y19 vs Y18	AC2018 (total)	Actual 1st Half 2019 (total)	2nd Half 19 (FC)	2019 (total)	FC Growth Y19 vs Y18	AC2018 (total)	Actual 1st Half 2019 (total)	2nd Half 19 (FC)	2019 (total)	FC Growth Y19 vs Y18	
RESPONDENTS																					
WTD RESP.																					
TOTAL SCORE																					
Industry																					
Finance & Banking (Net)																					
Banks																					
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Education (Net)																					
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Clothing & Underwear																					
Footwear																					
Household Care (Net)																					
Household Cleaners																					
Household Equipment & Furnishings																					

	Total					Net Finance & Banking					Net Tech & Electronic					Net Food & Beverage					
	AC2018 (total)	Actual 1st Half 2019 (total)	2nd Half 19 (FC)	2019 (total)	FC Growth Y18 vs Y18	AC2018 (total)	Actual 1st Half 2019 (total)	2nd Half 19 (FC)	2019 (total)	FC Growth Y19 vs Y18	AC2018 (total)	Actual 1st Half 2019 (total)	2nd Half 19 (FC)	2019 (total)	FC Growth Y19 vs Y18	AC2018 (total)	Actual 1st Half 2019 (total)	2nd Half 19 (FC)	2019 (total)	FC Growth Y19 vs Y18	
RESPONDENTS																					
WTD RESP.																					
TOTAL SCORE																					
Spending data (THB)																					
Display																					
Display Direct																					
Display Ad Network																					
Display Programmatic																					
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YouTube Ad Desktop Display																					
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Instagram Ad																					
Instagram Ad Display																					
Instagram Ad Video																					
Creative																					
Creative Video Production																					
Creative Web/Banner & App Product																					
Creative Social Media Platform Mana																					
Creative App Production																					
LINE																					
LINE Direct																					
LINE Video																					
LINE Display																					
LINE Other																					
Search																					
Twitter																					
Instant Messaging																					
Social																					
Native Ads																					
Others																					
Affiliated Marketing																					

EXAMPLE ONLY

KANTAR

For more information, please visit our website by clicking on a banner OR scan the QR code below to purchase the latest DAAT report.



Online purchase (Report package only, no processing fee)
Offline purchase (Report package + processing fee)

USD 499 (excl. VAT)
THB 19,000 (excl. VAT)

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THAILAND

Digital Advertising Spend
2019 – 2020

THANK YOU

