

## THAILAND

Total national household market \$163,832.5 million

Population 57.4 million

Households 11.4 million

BOP segment	Population			Annual expenditure		
	Total (millions)	Share (% of national)	Urban (% of segment)	Total (\$ millions)	Share (% of national)	Urban (% of segment)
BOP3000	4.8	8.4	42.7	15,223.7	9.3	42.9
BOP2500	6.8	11.8	30.9	17,504.8	10.7	31.1
BOP2000	9.7	16.8	18.6	19,404.4	11.8	18.9
BOP1500	12.9	22.5	11.4	18,547.1	11.3	11.6
BOP1000	8.7	15.1	6.6	8,120.8	5.0	6.8
BOP500	0.4	0.7	2.4	198.6	0.1	2.6
<b>BOP total</b>	<b>43.3</b>	<b>75.4</b>	<b>18.5</b>	<b>78,999.3</b>	<b>48.2</b>	<b>23.2</b>

### BOP expenditure by sector

\$ (Boldface numbers are millions)	Total BOP	BOP						Urban / rural (% of BOP)
		500	1000	1500	2000	2500	3000	
<b>Food</b>	<b>29,241.1</b>	<b>112.4</b>	<b>3,920.9</b>	<b>7,988.7</b>	<b>7,286.2</b>	<b>5,652.0</b>	<b>4,281.0</b>	19/81
Per capita	676	265	453	619	754	833	886	
Per household	2571	1424	2092	2456	2711	2864	2842	
<b>Housing</b>	<b>12,565.7</b>	<b>28.1</b>	<b>1,288.6</b>	<b>2,871.9</b>	<b>3,076.1</b>	<b>2,734.5</b>	<b>2,566.6</b>	25/75
Per capita	290	66	149	223	318	403	531	
Per household	1105	356	687	883	1145	1385	1704	
<b>Water</b>	<b>850.4</b>	<b>2.7</b>	<b>86.5</b>	<b>185.7</b>	<b>199.5</b>	<b>192.1</b>	<b>183.9</b>	34/66
Per capita	20	6	10	14	21	28	38	
Per household	75	34	46	57	74	97	122	
<b>Energy</b>	<b>3,391.8</b>	<b>7.8</b>	<b>369.0</b>	<b>834.5</b>	<b>834.5</b>	<b>733.9</b>	<b>612.1</b>	24/76
Per capita	78	18	43	65	86	108	127	
Per household	298	99	197	257	310	372	406	
<b>Household goods</b>	<b>4,347.5</b>	<b>8.8</b>	<b>376.1</b>	<b>1,020.0</b>	<b>1,145.9</b>	<b>958.0</b>	<b>838.7</b>	18/82
Per capita	100	21	43	79	119	141	174	
Per household	382	111	201	314	426	485	557	
<b>Health</b>	<b>1,435.6</b>	<b>2.2</b>	<b>111.7</b>	<b>288.1</b>	<b>380.4</b>	<b>346.2</b>	<b>306.9</b>	22/78
Per capita	33	5	13	22	39	51	64	
Per household	126	28	60	89	142	175	204	
<b>Transportation</b>	<b>6,838.7</b>	<b>9.3</b>	<b>414.8</b>	<b>1,271.7</b>	<b>1,700.7</b>	<b>1,825.4</b>	<b>1,616.8</b>	21/79
Per capita	158	22	48	99	176	269	335	
Per household	601	118	221	391	633	925	1073	
<b>ICT</b>	<b>2,225.4</b>	<b>0.2</b>	<b>42.5</b>	<b>230.2</b>	<b>485.4</b>	<b>700.9</b>	<b>766.3</b>	33/67
Per capita	51	1	5	18	50	103	159	
Per household	196	3	23	71	181	355	509	
<b>Education</b>	<b>780.3</b>	<b>0.5</b>	<b>23.1</b>	<b>108.0</b>	<b>157.4</b>	<b>245.2</b>	<b>246.1</b>	35/65
Per capita	18	1	3	8	16	36	51	
Per household	69	6	12	33	59	124	163	
<b>Other</b>	<b>17,322.8</b>	<b>26.6</b>	<b>1,487.7</b>	<b>3,748.2</b>	<b>4,138.5</b>	<b>4,116.6</b>	<b>3,805.2</b>	29/71
Per capita	400	63	172	291	428	607	787	
Per household	1523	337	794	1152	1540	2086	2526	
<b>Total</b>	<b>78,999.3</b>	<b>198.6</b>	<b>8,120.8</b>	<b>18,547.1</b>	<b>19,404.4</b>	<b>17,504.8</b>	<b>15,223.7</b>	23/77

Note: All dollar amounts in 2005 PPP

### Household expenditure by sector

	National (\$ millions)	BOP (%)
Food	43,615.4	67.0
Housing	26,618.7	47.2
Water	1,692.7	50.2
Energy	6,107.5	55.5
Household goods	10,093.6	43.1
Health	3,252.1	44.1
Transportation	22,861.4	29.9
ICT	7,790.4	28.6
Education	3,028.6	25.8
Other	38,772.2	44.7
<b>Total</b>	<b>163,832.5</b>	<b>48.2</b>

### Sector shares of household expenditure (%)

	National	BOP
Food	26.6	37.0
Housing	16.2	15.9
Water	1.0	1.1
Energy	3.7	4.3
Household goods	6.2	5.5
Health	2.0	1.8
Transportation	14.0	8.7
ICT	4.8	2.8
Education	1.8	1.0
Other	23.7	21.9
<b>Total</b>	<b>100.0</b>	<b>100.0</b>