



Situation of Industrial Production in

November 2024

In November 2024, the Industrial Production Index (MPI) **decreased by 3.58%**



- The automotive industry continues to face ongoing challenges, with declines in both domestic and export markets.
- The domestic market slows down due to economic pressures within the country, such as household debt, high living costs, and a persistently high level of non-performing loans, which put pressure on consumer purchasing power.
- A surge of low-cost imports from China into Thailand and ASEAN, driven by the U.S. tariff increase on Chinese imports, impacts Thailand's industry in both domestic sales and exports.

Production	Nov. 2024	Jan. – Novp. 2024
Manufacturing Production Index (MPI, %YOY)	-3.58	-1.78
Capacity utilization rate (CAP-U, %)	57.60	58.64

Industries impacting the MPI in November 2024

Industries with positive impact (YoY)

Air-conditioners: +24.56%
 The increase was driven by rising temperatures, the ability to export certified products, as well as marketing efforts and product development to offer more choices for consumers.

Canned aquatic animals: +31.43%
 Demand from key trading partners such as the U.S., Canada, and Australia has increased continuously, along with expansion into new markets like the Middle East and Africa.

Wearing apparel: +26.58%
 Export markets expanded due to increased orders from the U.S. and Europe, driven by their market protection measures and the depreciation of the Thai baht.

Industries with a negative impact (YoY)

Automobiles: -22.19%
 The domestic market contracted due to high household debt and stricter loan approval from financial institutions. Exports also slowed down as demand from trading partner countries declined.

Palm oil: -34.54%
 Oil palm fruits supply declined due to drought, while sales contracted both domestically and internationally due to reduced export volumes and the adjustment of biodiesel blending from B7 to B5.

Electronics components: -8.63%
 The decrease was mainly driven by declines in Integrated Circuits (IC) and PCBAs, following reduced orders due to the economic slowdown.

Industrial economic forecasts

In 2024, the estimated MPI is projected to decrease by 1.0 percent, and the industrial GDP is expected to decline by 1.6 percent. In 2025, the MPI and industrial GDP are projected to grow by 1.5–2.5 percent (YoY). This anticipated growth is supported by factors such as the expansion of tourism and exports, along with government measures expected to stimulate the economy and boost domestic consumption.



(%YOY)	2024			Estimation	
	Q1	Q2	Q3	2024	2025
GDP	+1.6	+2.2	+3.0	2.6	2.3 – 3.3
Industrial GDP	-2.9	0.3	0.1	-1.0	1.5 – 2.5
MPI	-3.58	-0.24	-1.12	-1.6	1.5 – 2.5

Supporting factors

- International trade with key trading partners continues to grow.
- Tourism sector grows continuously.
- Government economic stimulus measures

Pressuring factors

- Trade measures from the US against China.
- An influx of cheap imports flooding the market.
- High household debt, which put pressure on domestic purchasing power.

Source: GDP by NESDB, MPI by OIE, data as of December 2024.
 2023 - 2024 Forecasts: GDP by NESDB, Industrial GDP and MPI by OIE.

