COUNTRY PROFILE: THAILAND

GENERAL INFORMATION - 2016

- Population: 68.9 Millions
- GDP: 407 026 Millions current US$
- Merchandise trade: 409 603 Millions current US$
- Internet users: 32.7 Millions
- GDP growth: 4.3 %
- Land area: 510 890 km²

Source: UNCTAD and ITU (complete URL addresses in the General Notes)

E-COMMERCE ASSESSMENT - 2017

- Rank in UNCTAD B2C E-commerce Index: 49/144
- Rank in ITU ICT Development Index: 78/176
- Rank in WEF Networked Readiness Index: 62/139

Source: UNCTAD, ITU and WEF (complete URL address in the General Notes)

Note: 1 = Best

ICT INFRASTRUCTURE AND SERVICES - 2016

- Fixed broadband Internet tariffs, PPP $/month
  - Highest tariff: 874.4
  - Lowest tariff: 5.1
  - Tariffs in 50% of eco. are below this value: 34.1

Source: ITU (complete URL address in the General Notes)

PAYMENTS - 2014

- Debit card used in the past year
  - THAILAND: 7.9
  - SOUTHERN, EASTERN AND SOUTH-EASTERN ASIA & OCEANIA: 13.4
  - WORLD: 21.9

- Credit card used in the past year
  - THAILAND: 3.7
  - SOUTHERN, EASTERN AND SOUTH-EASTERN ASIA & OCEANIA: 7.7
  - WORLD: 13.5

- Used an account to make a transaction through a mobile phone
  - THAILAND: 3.8
  - SOUTHERN, EASTERN AND SOUTH-EASTERN ASIA & OCEANIA: 7.4
  - WORLD: 8.5

Source: World Bank (complete URL address in the General Notes)
**COUNTRY PROFILE: THAILAND**

**TRADE LOGISTICS - 2016**

<table>
<thead>
<tr>
<th></th>
<th>THAILAND</th>
<th>WORLD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Percent of population having mail delivered at home</td>
<td>96.0</td>
<td>83.3</td>
</tr>
<tr>
<td>Postal reliability index (0 to 100, 100 = Best)</td>
<td>93.1</td>
<td>56.0</td>
</tr>
<tr>
<td>Days to clear direct exports through customs</td>
<td>1.9</td>
<td>7.7</td>
</tr>
</tbody>
</table>

Source: UPU and World Bank (complete URL addresses in the General Notes)

**LEGAL AND REGULATORY FRAMEWORKS - 2017**

**THAILAND**

- Electronic Transactions: Legislation
- Consumer Protection: Legislation
- Privacy and data protection: Draft legislation
- Cybercrime: Legislation


**SKILLS DEVELOPMENT - 2013-17**

<table>
<thead>
<tr>
<th></th>
<th>THAILAND</th>
<th>LDCs</th>
<th>AFRICA</th>
<th>WESTERN ASIA</th>
<th>SOUTHERN, EASTERN &amp; SOUTH-EASTERN ASIA &amp; OCEANIA</th>
<th>TRANSITION ECONOMIES</th>
<th>LATIN AMERICA AND THE CARIBBEAN</th>
<th>DEVELOPED ECONOMIES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Percentage of firms using e-mail to interact with clients/suppliers</td>
<td>52.9</td>
<td>47.8</td>
<td>53.0</td>
<td>62.1</td>
<td>72.6</td>
<td>84.6</td>
<td>84.1</td>
<td>81.4</td>
</tr>
</tbody>
</table>

For more information see: [http://worldbank.org/en/research](http://worldbank.org/en/research)

**FINANCING FOR eCOMMERCE - 2014-15**

<table>
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<th>AFRICA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Percentage of firms identifying access to finance as a major constraint</td>
<td>3.4</td>
<td>15.2</td>
<td>20.2</td>
<td>11.0</td>
<td>32.7</td>
<td>31.7</td>
<td>27.8</td>
<td>34.2</td>
</tr>
</tbody>
</table>

Source: World Bank (complete URL address in the General Notes)
NOTES:
- For merchandise trade - sum of exports and imports.
- Country groups are weighted using population for most indicators with the exception of those on skills development, financing for e-commerce and days to clear direct exports through customs.

SYMBOLS FOR MISSING VALUES:
0: Zero means nil or negligible
#N/A: Not available or not publishable

FOR MORE INFORMATION ON DATA SOURCES SEE:
- UNCTAD, UNCTADStat: http://unctadstat.unctad.org

DISCLAIMER:
- The designations employed do not imply the expression of any opinion concerning the legal status of any country, territory, city or area, or of its authorities, or concerning the delimitation of its frontiers or boundaries.

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