

# THAILAND

## WELLNESS ECONOMY REPORT

MAY 2025

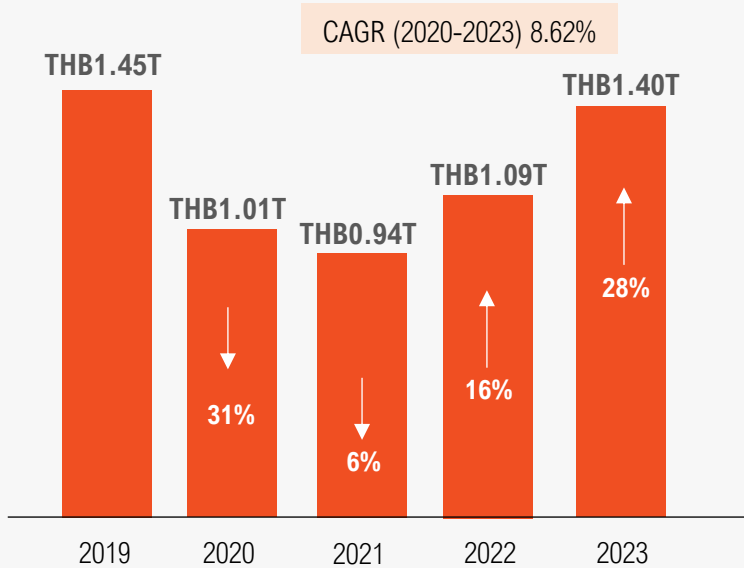


C9 HOTELWORKS



# THAILAND WELLNESS ECONOMY

## THAILAND WELLNESS ECONOMY MARKET SIZE, 2019-2023



Source: The Global Wellness Institute (GWI)

Thailand ranks among the top 10 wellness economies in the Asia-Pacific region, with a market value of THB 1.4 trillion as of 2023.\*

\*based on the latest available data as of May 2025

## C9 INSIDER OPINIONS

1

Thailand's wellness economy is gaining strong momentum, driven by a sharp rise in the wellness tourism sector. Total wellness trip expenditures more than doubled year-on-year—from THB194 billion in 2022 to THB419 billion in 2023—marking a significant jump in market value. This growth was largely fueled by international travelers, whose share of wellness trips increased from 23% to 40% within the same period.

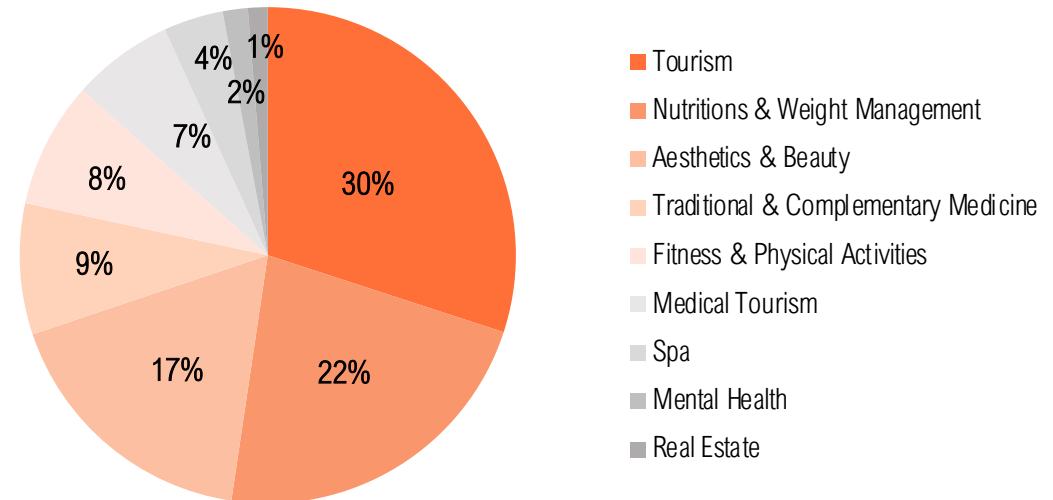
2

Wellness is no longer confined to a single aspect of life—Wellness now extends into daily habits, eating choices, fashion, and personal identity. Within the physical health segment, fitness apparel and footwear lead with a 52% market share, reflecting a lifestyle-oriented approach to health among consumers. In parallel, demand for healthier consumption is evident, with healthy-labeled foods and beverages valued at THB 198 billion.

3

Wellness is increasingly becoming a standard feature in hospitality, particularly in beach and resort destinations. No longer limited to dedicated wellness retreats, many hotels are now integrating wellness elements—such as yoga, nutrition, and recovery activities—into their core offerings. As consumer expectations evolve, wellness is poised to become as fundamental as having a fitness center.

## THAILAND WELLNESS ECONOMY BY SEGMENTS, 2023



Source: C9 Hotelworks Market Research, The Global Wellness Institute (GWI)

# TOP FIVE WELLNESS SEGMENTS

## 1. TOURISM

**13.48M**  
TRIPS

**THB419B**  
TRIP EXPENDITURE\*

**6%**  
PRIMARY TRIPS  
Trips in which travelers engage in wellness activities as the primary motivation for their travel.

**94%**  
SECONDARY TRIPS  
Trips in which travelers participate in wellness activities as part of a broader leisure or business itinerary

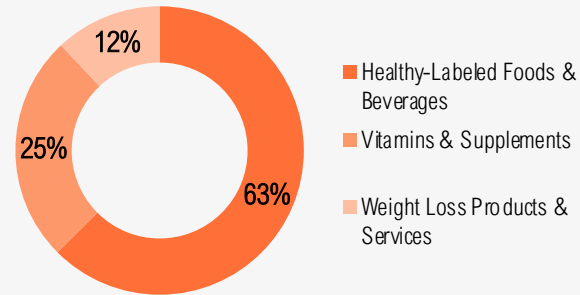
**60%**  
DOMESTIC TRIPS  
Trips taken by residents within Thailand that include an overnight stay.

**40%**  
INTERNATIONAL TRIPS  
Trips taken by international tourists with an overnight stay.

\*Trip expenditure include spending on lodging, food and beverage, activities, excursions, shopping, and transportation associated with wellness-related travel.

## 2. NUTRITIONS & WEIGHT MANAGEMENT

### Market Share by Subsector



High market value in healthy-labeled food indicates the integration of health considerations into everyday consumption habits.

## 4. TRADITIONAL & CONTEMPORARY MEDICINE

### Medicines & Products

E.g., Herbal Balms and Oil, Inhaler Sticks, Fah Talai Jone

### Services & Practitioners

E.g., Herbal Compress Therapy, Acupuncture, Cupping



Traditional & Contemporary Medicine holds a larger market share than Medical Tourism segment.

## 3. AESTHETICS & BEAUTY

### SERVICES

Beauty and Salon  
Excluding Spas

### PRODUCTS

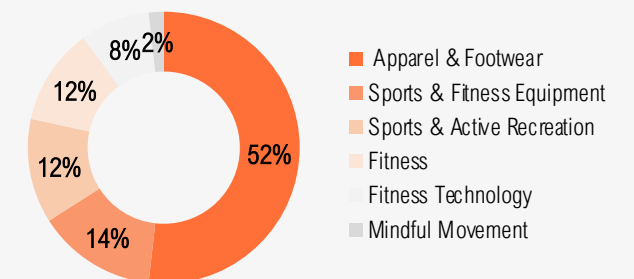
Skincare, Haircare, and Personal Grooming Products, Dermatology and Age-related Treatments.



The market value of aesthetics & beauty has exceeded pre-COVID levels by 3.8%.

## 5. FITNESS & PHYSICAL ACTIVITIES

### Market Share by Subsector



The dominance of apparel and footwear underscores how wellness is increasingly embedded in daily lifestyle and fashion.

Source: C9 Hotelworks Market Research, The Global Wellness Institute (GWI)

# THAILAND'S WELLNESS HOTELS

## STARTING PROGRAM PRICE PER NIGHT

37% Less Than THB10,000

33% THB10,000 – THB20,000

30% More Than THB20,000

## DESTINATIONS



**BEACH**  
1,840 Keys

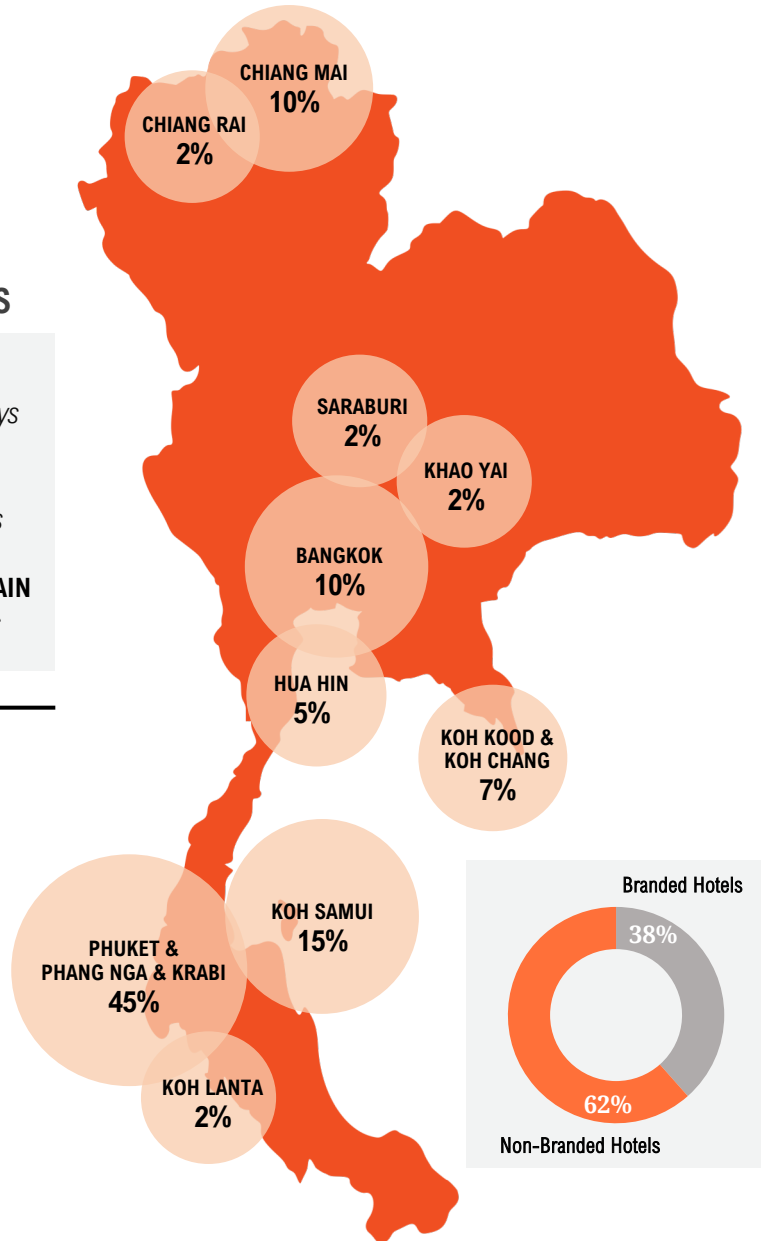


**CITY**  
687 Keys



**MOUNTAIN**  
378 Keys

## WELLNESS-ORIENTATED BRANDS IN THAILAND



## UPCOMING WELLNESS HOTEL DEVELOPMENTS



### Fivelements, Koh Samui

Scheduled to open in mid-2026, the resort will feature 77 keys and a 5,000-square-meter wellness and longevity center.

### Health Resort by Clinique La Prairie at Tri Vananda, Phuket

Developed by Montara Hospitality Group, this project will mark Clinique La Prairie's first health resort in Southeast Asia, featuring 40 keys and scheduled to open in 2025.



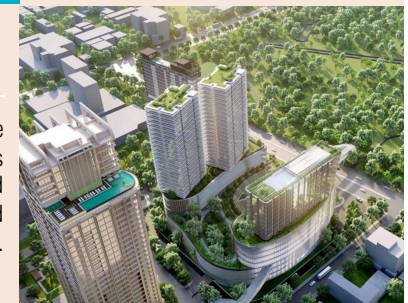
### Tiva Ao Makhm Resort Phuket, Phuket

Developed by Kornsiiri Hospitality Management Company, this wellness-focused resort is part of the Centara Boutique Collection and is scheduled to open in September 2025.



### BDMS Silver Wellness & Residence

Developed by BDMS, this mixed-use development will feature a wellness center, residences, and a hotel, designed to serve the aging population and increasingly health-conscious individuals. It is scheduled to open in 2030.



Source: C9 Hotelworks Market Research

# ABOUT

## C9 HOTELWORKS

Founded in 2003, C9 Hotelworks is a hospitality consulting group specializing in hotels, branded residences, real estate, and mixed-use developments. Headquartered in Thailand, the firm is recognized for its expertise in market research, feasibility studies, and development strategy for hospitality real estate projects across the Asia Pacific, Indian Ocean, and African regions.

C9 Hotelworks has delivered a diverse portfolio of over 700 projects in 110 locations, supporting a wide range of clients and partners—from global hotel brands to leading regional and independent developers.



C9 HOTELWORKS

9 Lagoon Road, Chergtalay,

Thalang, Phuket 83110 Thailand

T +66 (76) 325 345

E [info@c9hotelworks.com](mailto:info@c9hotelworks.com)

[www.c9hotelworks.com](http://www.c9hotelworks.com)

