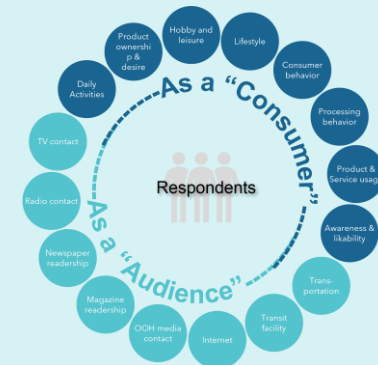




1ST

1st Cube is turn-key *data solutions* on TGI Choice 7 Platform by Kantar UK. Based on face-to-face interviews with 2,560 respondents nationwide. It provides comprehensive data profiles of products, brands and media consumption reflecting brand journey to consumption/ownership,

as well as consumer segmentation of 13 market sections with 47 categories of product/services over 2,817 brands in Thailand in 2023.



Single Source Database

Product Brands

13 Market Sections / 47 Categories / 2,831 Brands

- Brand Used Past 3 Months
- Brand Used Most Often
- Would like to continue
- Would like to recommend
- Loyalty
- Consumption Frequency
- Time & Place of Usage
- Price
- Key Factors of Purchase
- Place of Purchase
- Information Source
- Consumer Journey

Demographics

Lifestyle Statements & Attitudes

- Activity Diary
- Mealtime & Spending
- Health / Food / Sports / Fashion / Personal Grooming / Financial / Environment/Media Contacts / Investment / IT & Technology / Family / General

Media Contact

Media Recent Exposure

- TV
- Radio
- Newspaper (Offline/Online)
- Magazine (Offline/Online)
- OOH
- Transit
- Cinema
- Streaming Platforms
- Social Platforms

4. Personal Care

- Hair Care
 - Shampoo (incl. 3in1)
 - Hair Conditioner
 - Hair Treatment
 - Hair Colorant
- Oral Care
 - Toothbrush
 - Toothpaste
 - Mouthwash
- Skincare
 - Facial Moisturizer
 - Facial Sunscreen
 - Body & Hand Lotion
 - Deodorant
 - Facial Foam/Cleansing
 - Make-up remover
 - Liquid Soap
 - Facial Cream Sachet

6. Homecare Products

- Laundry Detergent
 - Powder
 - Liquid
 - Fabric Softener
- Dishwashing Liquid
- Cleaner
 - Toilet Cleaner
 - Floor Cleaner
 - Multi-purpose Cleaner
- Paper
 - Facial Tissues
 - Wet Wipes
 - Toilet Paper
 - Kitchen Paper Towel
- Insect
 - Mosquito Repellent
 - Insect Repellent

5. Cosmetics

- Cosmetics
 - Lipstick
 - Powder/Liquid Foundation
 - Mascara
 - Eyeliner
- Female Products
 - Sanitary Goods
 - Underwear

7. Home Durables

- White Goods
 - Television
 - Washing Machine
 - Dryer Machine
 - Air Conditioner
 - Refrigerator

8. Electronic Devices

- Digital Camera
- Mobile Phone
- Notebook
- Tablet Computer

Market Sections

1. FOOD

- Confectionary
 - Candies
 - Chewing Gum
 - Biscuit/ Cracker/ Wafer/ Chocolate
 - Snacks (Potato Chips/Extruded Snacks/Seaweed/Snack)
 - Ingredients from fish, squid, pork, insects)
 - Dried Fruits/Processed
- Instant Noodle
 - Sachet
 - Cup
- Instant Porridge
- RTE Foods
 - Packed/ Microwaveable Food
 - Frozen Food
- Cooking Condiments
 - Seasoning Product
 - Cooking Oil
 - MSG
 - Sweetener/ Low calories sugar/Syrup
 - Rice

2. Non-alcoholic Drinks

- Yoghurt
 - Drinking Yoghurt/ Lactic Acid Beverage
 - Tub Yoghurt
- Carbonated Drinks
 - Carbonated Beverage
 - Fruit Juice
 - <100%/100%Fruit Juice
 - Coffee
 - Instant Coffee (incl. 3in1)
 - RTD Coffee
 - Coffee Creamer
- Tea
 - Instant Tea
 - RTD Tea
- Milk
 - Pasteurized, UHT, Soy, Corn, Almond
 - Instant Powdered Beverage
- Energy Drink
 - ED
 - Herbal ED
- Functional Drink
 - Electrolyzed/Vitaminized/Herbal Drinks
- Water
 - Natural
 - Mineral Water

3. Alcoholic Drinks

- Beer
- Cocktail Drinks

9. Motoring

- Car
 - Passenger Car
 - Pick-up/Utility car / Truck
 - Electric Vehicles
 - Van/Others
- Motorcycles
 - Fuel
 - Tyres
 - Tyres - Car
 - Tyres - Motorcycle
- Auto Car Service
 - Lubricant
 - Lubricant - Car
 - Lubricant - Motorcycle

10. Financial Services

- Insurance
 - Life Insurance
 - Health Insurance
 - Car Insurance
- Banking/Finance
 - Credit Card
 - Auto Leasing/ Auto Re-finance
 - Personal Loans
 - Bank Saving Account
 - Cryptocurrency

11. Baby Products

- Milk for Children/Formula
- Baby Body Wash
- Baby Diapers
- Baby Detergent

12. Silver Gen Products

- Adult Diapers
- Vitamins & Supplements

13. Pet Products

- Pet food
- Dry/Wet
- Pet snack
- Pet Care
 - Shampoo
 - Toothpaste/toothbrush



For More Information
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