

Thailand Watch

The price of rapid BEV adoption

Thailand's remarkable BEV adoption

The adoption of Battery Electric Vehicles (BEVs) in Thailand has been remarkable, outpacing expectations, with the sales volume surging from 13,000 in 2022 to 76,000 units in 2023. It now accounts for 9.2% of total new car sales (including pick-up trucks) and 17.6% of total passenger car sales.

Chinese exposure and influence

Most of the new BEV sales were imported from China. This was supported by 0% import tariffs on BEVs through the free trade agreement, generous fiscal subsidies for BEVs, a slow-moving stance from Japanese car manufacturers, and the competitive pricing of Chinese BEVs compared to internal combustion engine (ICE) vehicles.

Auto industry at a crossroads

The rapid transition from ICEs to EVs comes at the expense of ICE sales and production in Thailand. The automotive industry and its long supply chains have been a cornerstone of the Thai manufacturing sector for decades, propelling growth and fostering nearly a million of employment. Currently, the ICE auto sector contributes a significant 10-12% of GDP. The automotive and parts sector stands as the one of the largest export sectors.

Feeling the pain

The early stages of adoption have started to impact existing car manufacturers. Secondtier Japanese manufacturers have witnessed a dramatic 10% loss of market share in the passenger car market. These manufacturers would face low utilization rates of 20%-30%, signaling potential losses and possible production shutdown risks.

Pick-up consolidation is the hope... for now

One-ton pick-up trucks represent nearly half of domestic sales, 60% of car exports, and 60% of total production with high local content. EV adoption in this segment remains slow, given limited EV options, unmatched price points, and distinct functionality. The production of pick-up trucks is expected to be consolidated amid global declining demand and growing BEV adoption.

Disruptive pressure

Thailand's automotive industry is facing a disruptive pressure and the surge in EV adoption could be net negative to the economy. Although Chinese BEV manufacturers are expected to invest in local assembly facilities to fulfill their commitments under the fiscal subsidy program, domestic value added from BEV assembly is expected to be much less than ICE production.

Thailand's Kodak moment

Thailand's automobile industry and its well-established supply chains are at risk of becoming obsolete if the automobile industry moves further away from ICE vehicles. Given the uncertainty in technology, the key challenge for Thailand is to manage the transition and remain competitive as technology shifts.

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GEM Economics Asia | Thailand

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The price of rapid BEV adoption

Thailand saw a sharp rise in the adoption of battery electric vehicles (BEVs), especially imported Chinese BEVs, boosted by their competitive price points, zero import tariff, and the government's generous subsidy program. This comes at the expense of the internal combustion engine (ICE) vehicles and parts industry, which is one of Thailand's key production industries.

While Chinese BEV manufacturers are expected to invest in local production lines to fulfill the subsidy program, the domestic value added is much lower than ICE vehicles. The key challenge is how to manage the transition and remain competitive as technology shifts.

Thailand's rapid BEV adoption

The adoption of BEV in Thailand in 2023 has outpaced expectations, with the sales volume surging from 13,000 in 2022 to 76,000 units in 2023. This accounts for 9.2% of total new car sales (including pick-up trucks) and 17.6% of total passenger car sales.

While the penetration rate is still below 25% of China, the pace of adoption is impressive. Most of the new BEV sales were imported from China. This was supported by 0% import tariffs on BEVs through the free trade agreement between China and ASEAN (Association of Southeast Asian Nations), fiscal subsidies for BEVs, a slow-moving stance from Japanese car manufacturers, and the competitive pricing of Chinese BEVs compared to ICE vehicles.

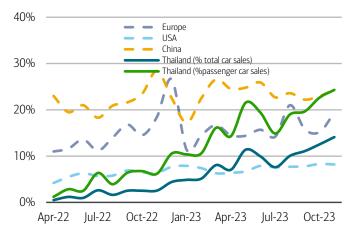
Thailand emerges as a promising destination for increased investment by Chinese BEV manufacturers, given the excess capacity in auto production within China and rising geopolitical tensions. The influx of Chinese BEVs is poised to escalate competition, ushering in a price war. Consequently, the prices of BEVs are expected to decrease, accompanied by diverse BEV options in the market. Therefore, Thailand's BEV market is anticipated to remain robust in 2024, with expected sales reaching 100,000 units, accounting for 15% of total car sales.

As challenges remain, we expect the BEV adoption to continue but it should plateau at around 30-35% of total car sales. These challenges include the saturating demand of early BEV adoption in Bangkok, primarily due to constraints in installing BEV chargers in high-rise residential buildings. Meanwhile, upcountry sales are still leaning toward pick-ups for their practicality. Moreover, lower BEV resale values and potential brand loyalty concerns favoring Japanese cars over Chinese EVs are identified as key factors shaping the adoption rate.



Exhibit 1: BEV penetration (% of total car sales)

Thailand emerges as one of the leading BEV markets

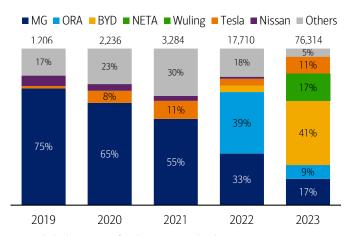


Source: Thailand Automotive intelligence unit, Kiatnakin Phatra Securities

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Exhibit 3: BEV sales by brand (%share)

Intensified competition between Chinese manufacturers

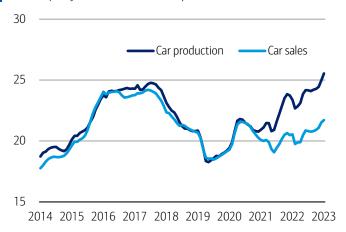


Source: Thailand Department of Land Transport, Kiatnakin Phatra Securities

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Exhibit 2: Chinese car production and sales (mn units)

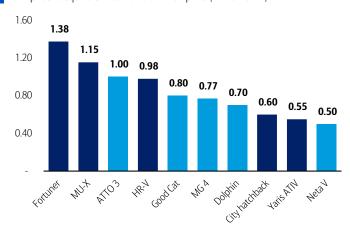
Excess capacity in China leads to BEV exports to ASEAN



Source: China Passenger Car Association, China Association of Automobile Manufacturers, Kiatnakin Phatra Securities

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Exhibit 4: Entry price points of the top 5 best-selling EVs and ICEs BEV price is equivalent to traditional ICE price (million baht)



Source: HeadLight Magazine, Kiatnakin Phatra Securities

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The automobile sector: hardest-hit by EVs

The rapid transition from ICEs to EVs comes at the expense of ICE sales and production in Thailand. The automotive industry and its long supply chains have been a cornerstone of the Thai manufacturing sector for decades, propelling growth and fostering nearly a million of employment. Currently, the ICE auto sector contributes a significant 10-12% of GDP. Ranked as the 11th largest global car producer, the Thai automotive and parts sector stands as the one of the largest export industries, making up 15% of the total export value.

Approximately 850,000 jobs in the auto sector are on the line as a shift from ICE to BEV is expected to reshape the labor market. The supply chain for EVs sees a tenfold reduction from 30,000 components per unit in ICE to about 3,000 in BEV. This could put 40% of auto sector jobs across nearly 1,000 companies at risk, particularly in engines and powertrains. Meanwhile, as Thailand has not been able to produce key BEV components such as batteries, electronic parts, and motors, employment gains for new investment in the BEV sector are unlikely to offset workforce reduction from the ICE industry. Meanwhile, the existing auto supply chain is poised to confront a profit margin squeeze, exacerbated by the influx of cheap Chinese imports.



The BEV impact on the Thai auto market is expected to unfold gradually rather than abruptly as the pick-up segment stands as a buffer, dominating half of the share in both the auto and parts markets. However, the impact of BEV disruption is underway, with its initial effects being felt in the passenger car segment.

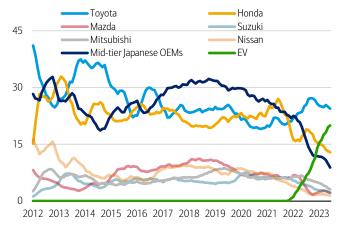
Passenger cars at a critical point

Second-tier Japanese manufacturers overtaken by Chinese EVs

While we do not expect BEV adoption wipe-out of ICE anytime soon, the early stages of adoption have started to impact existing car manufacturers. A wider range of price points of Chinese BEV models have bolstered BEV adoption across all segments. As a result, Japanese ICE manufacturers, which have made Thailand their key production hub and market, have lost their market share to Chinese BEV counterparts, in particular second-tier Japanese manufacturers which have witnessed a dramatic 10% loss of market share in the passenger car market. Meanwhile, first-tier Japanese manufacturers such as Toyota and Honda have faced a significant decline in their share of the D-segment (mid-size sedans/family cars) and SUVs (sports utility vehicle). This transition has exerted substantial pressure on ICE inventories surging to unprecedented levels.

Exhibit 5: Passenger car sales by brand (%share)

Second-tier Japanese manufacturers witnessed a dramatic 10% loss of share

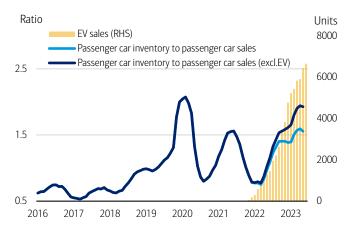


Source: Toyota Motor Thailand, Kiatnakin Phatra Securities

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Exhibit 6: Passenger car inventory to sales and BEV sales ratio

The passenger car inventory has increased significantly after the BEV boom



Source: Thailand Office of Industrial Economics, Kiatnakin Phatra Securities

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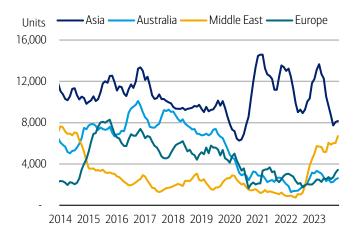
Thailand also losing ground on exports to China

The rapid adoption of BEV in key export markets like Australia and Europe has also led to a significant downturn in passenger car exports from Thailand, resulting in a loss of market share to China. Although there is a shift towards exporting more to the Middle East, it cannot offset the losses in the other key markets. Despite comprising only 35% of total auto export volume, passenger cars drive more than half of the export value for automobiles and parts. This could severely impact export figures and the current account. Moreover, EVs have transformed the export competitive landscape, placing pressure on the goal of Thailand becoming a BEV export hub in ASEAN due to direct competition with China.



Exhibit 7: Top destinations for Thailand's passenger car exports

Car exports to Australia and EU dropped after China exports took off

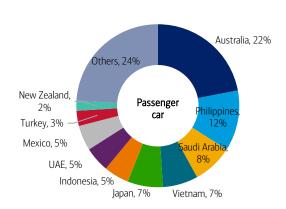


Source: Thailand Automotive Intelligence Unit, Kiatnakin Phatra Securities

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Exhibit 9: Passenger car export market (%share)

Australia is a key passenger car export market

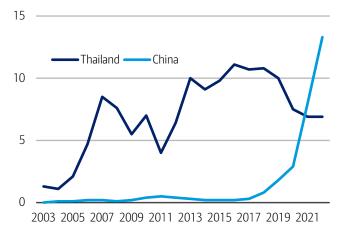


 $\textbf{Source:} \ \mathsf{Federation} \ \mathsf{of} \ \mathsf{Thai} \ \mathsf{Industries} \ (\mathsf{FTI}) \text{, Kiatnakin Phatra Securities}$

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Exhibit 8: Passenger car imports from Australia by exporting country (%share)

Thailand has been losing share in the Australian market to China

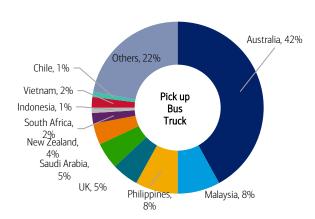


Source: Trademap, Kiatnakin Phatra Securities

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Exhibit 10: Pick-up export market (%share)

Australia is a key pick-up export market



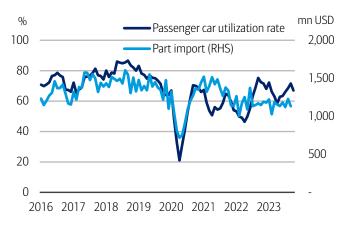
Source: Federation of Thai Industries (FTI), Kiatnakin Phatra Securities

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Impending production shutdown as utilization rates hit dangerous lows

Japanese manufacturers struggle with dwindling sales both domestically and in the export markets, prompting production cuts to facilitate inventory drawdown. Despite a slight decline in overall passenger car production, second-tier manufacturers face low utilization rates of 20%-30%, signaling potential losses and shutdown risks.

Exhibit 11: Passenger car capacity utilization rate and parts importsPassenger car production continuously declines



Source: Thailand Automotive Intelligence Unit, Thailand Office of Industrial Economics, Kiatnakin Phatra Securities

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Pick-up consolidation is the hope... for now

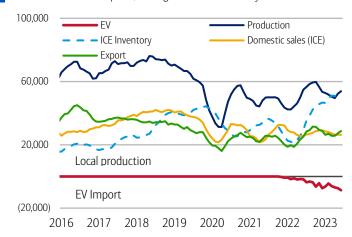
In contrast to passenger cars, the one-ton pick-up segment is unlikely to face disruption from EVs in the near term, owing to its unmatched price point and distinct functionality. Dominating the auto sector in Thailand, pick-up trucks represent nearly half of domestic sales, 60% of car exports, and 60% of total production. Additionally, local suppliers predominantly serve the pick-up market with a high local content ratio of 90%, while passenger cars only have a 30% local content ratio. The substantial pick-up linkages could delay the extent of impact from EVs in the short run.

The consolidation of Japanese 1-ton pick-up production in Thailand is anticipated amid declining demand and growing BEV adoption globally. Thailand stands out as the optimal choice, distinguished by its prominence in 1-ton pick-up sales and production. Consequently, pick-up exports benefit from this consolidation, gaining the market share of 1-ton pick-ups in key export markets.

While the production of pick-up trucks remains a silver lining for the Thai automobile industry, the inevitable BEV impact looms on the horizon. The pick-up consolidation is expected to demonstrate similarity to the dynamics observed in the hard disk drive market, implying unsustainable growth. Thailand thrives in the sunset industry, as reflected by the global demand slowdown alongside a domestic downturn. The local pick-up demand has gradually weakened from structural challenges, including demographic shifts and deleveraging cycles. Nevertheless, the risk of unemployment and deteriorating income resulting from the potential shutdown of auto production is expected to indirectly intensify the challenges faced by pick-up sales.

Exhibit 12: Passenger car segment in Thailand (units)

The faster the BEV adoption, the higher the ICE inventory level

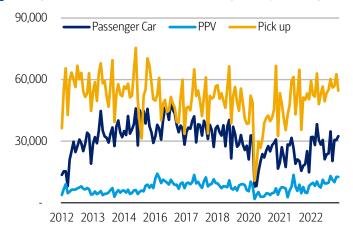


Source: Federation of Thai Industries (FTI), Thailand Office of Industrial Economics, Toyota Motor Thailand, Thailand Automotive Intelligence Unit, Kiatnakin Phatra Securities BofA GLOBAL RESEARCH



Exhibit 13: Total car export by segment (units)

A divergence between car exports, with pick-ups significantly increasing

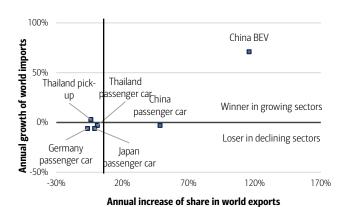


Source: Thailand Automotive Intelligence Unit, Kiatnakin Phatra Securities

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Exhibit 15: National supply and global demand (%CAGR 2018-2023)

Despite consolidation, demand for pick-up trucks has slowed globally

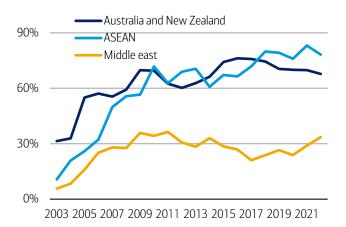


Source: Trademap, Kiatnakin Phatra Securities

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Exhibit 14: Share of pick-up exports from Thailand by key market

In contrast to passenger cars, Thailand has gained more pick-up share in key export markets

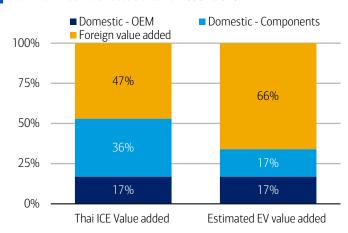


Source: Trademap, Kiatnakin Phatra Securities

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Exhibit 16: Car value breakdown (% of total car value)

Estimated value added decelerates from 53% to 34%



Source: Kiatnakin Phatra Securities estimates

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EV adoption poses challenges to the Thai economy

With a quick BEV adoption, the automotive industry is facing disruptive pressure, posing diminished growth prospects for the Thai economy in the long term. Although Chinese BEV manufacturers are expected to invest in assembly plants in Thailand to fulfill their commitment under the fiscal subsidies, which require local production of 1-2 cars for every car that receives rebates and subsidies during the program, the domestic value added from BEV manufacturing is expected to be much less compared to ICE production.

Also, BEVs require fewer parts and thus have lower domestic value added. According to estimates, the domestic value added of ICE production is 53% of the total value, compared to about a maximum of 34% for EVs as one-third of auto parts are becoming obsolete and batteries make up a large proportion of the value added. The domestic value added would be much less if Chinese manufacturers rely on the supply chain from China. Thailand is expected to import batteries and electronic parts due to a shortage of local materials and a lack of economies of scale compared to China.

In addition, although Chinese manufacturers are investing in local assembly facilities in Thailand, it is unclear whether with lower scale and efficiency, locally-produced cars would be as competitive as cars produced in China and whether Thailand can establish



itself as a production hub for BEV exports. Due to an increased reliance on imports coupled with declining exports, the current account balance is anticipated to be under pressure, thereby amplifying the risk to the currency in the medium term.

Nevertheless, the uncertainty over the future technology of automobiles continues to pose additional risk in the industry itself. Japanese manufacturers are focusing on hybrid cars, while continuing to develop hydrogen fuel cells and solid-state batteries. These uncertainties could hinder the adoption and investment in important infrastructure. Nevertheless, the move away from ICE seems to be a global trend. The key challenge for Thailand is to manage the transition and remain competitive as technology shifts.



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