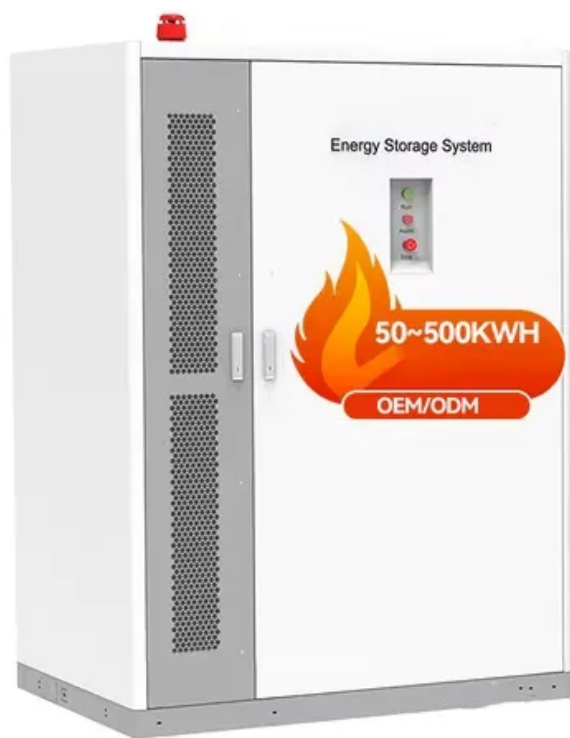


# Thailand electric vehicle market



## Overview

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Thailand's auto market showed early signs of recovery in 2025, supported by rising demand for electrified vehicles. Battery-electric vehicles made the largest contribution, with sales rising 80. Thailand's electric vehicle (EV) industry is expected to expand driven by supporting government policies, growing consumer demand, and increasing foreign investments, particularly from Chinese Original Equipment Manufacturers (OEMs). As a major automotive hub in Southeast Asia, Thailand is . Thailand aims to produce 100 percent of battery electric vehicles (BEVs) sold domestically by 2035. 0 policy incentives, interest rate cuts by the Bank of Thailand, structural benefits from electrification, and strong momentum from Chinese brands, Thailand's auto market delivered better-than-expected growth in 2025. The ASEAN EV market is still in its early stages, with adoption advancing slowly but steadily.

## Thailand electric vehicle market

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### Chinese Electric Vehicles Reshape Thailand's Auto Market

Within that segment, pure electric vehicles took the lead, becoming the primary engine for market expansion: pure EV sales surged 80% to 120,000 units. In short, Thailand's auto sales

### Thailand Electric Vehicle Policy Sparks Bold Growth

Thailand's EV market is expanding at an unprecedented rate. Domestic EV registrations surged from fewer than 10,000 units in 2021 to around 70,000 units in 2024, reflecting both consumer



### PRESS RELEASE

According to Satiensit, the Thai automotive landscape is transitioning from internal combustion engine (ICE) vehicles to EVs due to a combination of factors, including government incentives, evolving

### Thailand: EV sales jump 80% in 2025, lifting auto market

Thailand's auto market showed early signs of recovery in 2025, supported by rising demand for electrified vehicles. Battery-electric vehicles made the largest contribution, with sales





## Thailand's EV Production Soars: BEV and PHEV Output Jump Over

Thailand's automotive sector saw a significant shift toward electric vehicles in September 2025, with battery electric vehicle (BEV) production surging 330.45% and plug-in hybrid

### Thailand's Electric Vehicle Market Set for 40% Sales Surge in 2025

Thailand's electric vehicle (EV) market is set to experience a 40% increase in sales in 2025, surpassing 100,000 units, according to Suroj Sangsnit, president of the Electric Vehicle



## Electric vehicle market in Thailand

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## Outlook for Thailand's electric vehicle industry

As a major automotive hub in Southeast Asia, Thailand is positioning itself to become a leader in the EV market by leveraging its established automotive supply chain, cost-efficient labor, strategic



## EV in ASEAN and Thailand

Among ASEAN countries, Thailand leads with the largest market share of electric car sales at 78.7%, followed by Indonesia at 8% (as of Q1 2023). Looking ahead, EV sales are projected to grow

## Thailand's EV Market Surges Ahead: Top Models and Trends from

Thailand's electric vehicle (EV) market continues to accelerate in 2025. From January to May, 43,681 battery electric vehicles (BEVs) were newly registered across the country, cementing



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