

Thailand's AI Opportunity: How AI will turbocharge economic advancement in Thailand – Appendix

AI Adoption

- In total, 54% of people in Thailand - and 60% of those under 35 - said that they were already using a gen AI tool weekly in their personal lives.
- Over the next five years, we expect a further 19% of workers in Thailand to adopt AI for work.
- 71% of current AI users said they had largely chosen to use AI tools at work themselves, while 16% said they had been encouraged to use AI tools by their company leadership.
- In our polling, we found that the majority of current AI use was coming “bottom up” from earlier adopters - but that usage was significantly lower among people in rural areas, or those without a university degree.
- If we don't work to reverse the gap in worker AI adoption, it could reduce the overall potential economic benefits from AI by 7.5%.

Concerns about AI

- In our polling, 40% of people said the main barrier to using AI tools more was concerns about data privacy and security, followed by a lack of technical skills to use AI tools (26%).

- 84% of people in Thailand agree that AI needs to be developed responsibly, with 35% expressing a worry about risks from misinformation, 33% online safety and 81% expressing a desire to protect individual creators.

Google's Impact in Thailand

- In 2024, the app ecosystem enabled by Google Play and Android has enabled the creation of 99,000 direct, indirect and spillover jobs in Thailand.
- In 2024, Google Search, Google Ads, Google AdSense, Google Play, and YouTube helped provide THB 16 billion (USD 440 million) in export benefits from overseas markets for local businesses.
- Over the next 5 years (i.e., 2026 to 2030), THB 730 billion (USD 21 billion) in economic value can be gained by businesses in Thailand through their adoption of enterprise-grade AI platforms and tools (e.g., Vertex AI, Gemini Code Assist, Gemini in BigQuery, and Gemini in Looker)
- Google Cloud is actively helping organisations overcome three major bottlenecks that have been holding them back from taking full advantage of AI:
 1. Ensuring generative AI models produce factual and trustworthy responses.
 2. Having AI-ready datasets that models can draw on.
 3. Having an adequate supply of workers with the right level of digital skills.
- If organisations in Thailand can overcome these three key bottlenecks we could accelerate generative AI adoption across the economy as a whole, creating THB 630 billion (USD 18 billion) in additional value after five years.

- On average, organisations can save over 20% of costs by migrating their core systems to Google Cloud. For a large enterprise with 20,000 employees, that's equivalent to saving around THB 1 billion (USD 29 million) annually in on-premises hardware, software, and licensing costs.
- Over the next 5 years (i.e., 2026 to 2030), the Google Cloud region in Thailand is expected to add THB 1.4 trillion (USD 41 billion) in economic value to Thailand, equivalent to 1.4% of GDP, and support an average of 130,000 jobs per year.
- On average, an organisation sees reduced unplanned application downtime by over 50% after transitioning to Google Cloud from its previous on-premises environment.