



# MEASUREMENT OF THE DIGITAL ECONOMY 2025

สำนักงานคณะกรรมการดิจิทัลเพื่อเศรษฐกิจและสังคมแห่งชาติ

The National Board of Digital Economy and Society Office: BDE

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## **Preface**

The Office of the National Board of Digital Economy and Society (BDE) has implemented the Digital Contribution to GDP Project 2025 to improve and enhance the measurement of the Digital Economy Contribution to GDP, aligning with the structural changes in the economic system. The data generated will serve as critical input for planning, policy formulation, and strategic development of Thailand's digital economy and society.

The study and development of digital economy measurement for 2024 follows the Digital Supply and Use Tables (DSUT) framework from the OECD. The primary focus is to develop the Thailand Digital Supply and Use Tables (TDSUT), aiming to progress toward a Digital Economy Satellite Account (DESA), a satellite account within the framework of the System of National Accounts 2008 (2008 SNA). This approach aligns with international standards in definitions, scope, classifications, and methods for measuring economic activities across the national economy. The goal is to produce reliable statistical data that can serve as a critical tool for assessing economic growth from the perspective of GDP impacted by digital technology. It also supports the effective monitoring of trends, policymaking, and planning in relevant sectors, in line with international standards, and allows for cross-country comparisons.

This report presents the conceptual framework, definitions, scope, classifications, and methodologies consistent with current international standards. It also provides the results and analysis of Digital Contribution to GDP across three approaches: production, expenditure, and income.

The Office of the National Board of Digital Economy and Society (BDE) would like to express its gratitude to both public and private sector organizations for their support in providing data, feedback, and valuable suggestions, which have been instrumental in enhancing the accuracy and comprehensiveness of Thailand's Digital Contribution to GDP. We hope this report will be beneficial to agencies and interested parties for applications in relevant fields.



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# Measurement of the Digital Economy



## Objectives

To improve and develop the efficiency of measuring the digital economy value and gross domestic product resulting from the digital economy (Digital Economy Contribution to GDP). The results will be used as supporting information for planning, policy formulation, and digital development strategies for Thailand.



## Outcomes and Benefits



**Assessment of economic growth:** Utilization as a vital tool for analyzing GDP influenced by digital technology.



**Support for monitoring and policymaking:** Facilitation of effective, modern, and internationally standardized monitoring, policymaking, and planning in relevant sectors, enabling comparisons with other nations.



## Approach to Measuring the Digital Economy Value

The measurement of the digital economy's value based on the framework of the Digital Supply and Use Tables (DSUT) developed by the OECD. In the case of Thailand, this involves the creation of the Thailand Digital Supply and Use Tables, aiming to progress toward establishing the Digital Economy Satellite Account (DESA). This initiative seeks to develop a statistical dataset that aligns with international standards in terms of definitions, scope, categorization, and methodologies for measuring economic activities as part of the overall national accounts system.



## Conceptual Framework

The digital economy refers to economic activities that rely on the use of digital technologies as a driving factor. This includes the utilization of digital technologies, digital infrastructure, digital services, and data by various stakeholders, including producers, consumers, and government agencies.



## Classification of Digital Economic Activities

Digital industries refer to sectors that intensively apply digital technology (Digital Technology Intensive Industry) and represent future industries that form the essential foundation for the development of other production and service sectors. These industries leverage digital technologies and include:



Hardware Industry



Software Industry



Smart Devices Industry



Digital Content Industry



Digital Services Industry



Telecommunication Industry



Digital Tourism Industry



Other related industries

# Scope of Digital Economy

The scope of the digital economy is classified into 4 tiers:

## 1. Core

The digital economy, at its basic level, encompasses economic activities related to the production of goods and services in the digital technology sector.



**Hardware**



**Software**



**Smart Devices**



**Digital Content**



**Digital Services**



**Telecommunication**

## 2. Narrow

The digital economy, in its narrow definition, encompasses both the basic-level digital economy activities and economic activities that primarily rely on digital technology.



**Digital Tourism**



**Health Care**



**Education**

### 3. Broad

The digital economy, in its broad definition, encompasses the basic and narrow scopes of the digital economy, as well as other economic activities that leverage digital technology to significantly enhance efficiency or drive growth.



**Smart Agriculture**



**Factories employing robots in their production processes**



### 4. Digital society

The digital economy, in its complete definition or as a digital society, encompasses the basic, narrow, and broad scopes of the digital economy, as well as free digital services provided for public benefit.



**Free Search Engine**



## Measurement of the Digital GDP

The measurement of Gross Domestic Product resulting from digital technology (Digital Contribution to GDP), or simply referred to as Digital GDP, is conducted using the national income accounting framework across three approaches: the Production Approach, the Expenditure Approach, and the Income Approach.

### Production Approach



The method of measuring value added that arises from the production activities of all goods and services produced within the scope of the digital economy, by classifying data according to the Thailand Standard Industrial Classification (TSIC) 2009, covering 138 sub-items (at the 5-digit level).

### Expenditure Approach



The measurement of final expenditure in the economic system within the scope of the digital economy consists of: Final household consumption expenditure, Final government consumption expenditure, Fixed investment or fixed capital formation, Export and import of goods and services.

### Income Approach



The measurement of primary income factors includes: Labor compensation, Operating surplus, Mixed income\* Depreciation, Net production tax.

*\*\*Mixed income refers to personal business income*

*(by national accounts system definition, this means production where one cannot separate their own labor costs from operating profits)*

# Data Sources

The measurement of the digital economy in 2025 involves collecting and gathering data from various relevant sources, consisting of:

## Primary Data



Derived from surveys of business entities, both corporate and individual, as well as surveys of government agencies, including public organizations, and household sample surveys, among others.

## Secondary Data



Collected from regulatory agencies overseeing various economic sectors, such as data on production sector revenues and expenditures, e-commerce survey results, household socio-economic survey results, government budget disbursements through the GFMS and ELAAS systems, exports and imports of digital goods and services



# Measurement of the Digital Economy in a Broad Scope



# Measurement of the Digital Economy in a Broad Scope



## Background



Currently, the production of goods and services outside the scope of the digital industry has increasingly adopted digital technology in production and service processes, significantly enhancing production efficiency (spillover effect).



BDE developed tools to measure the economic impact on non-digital industries or to expand the measurement scope to a broad level by utilizing the production function approach.



## Approach for Measuring the Digital Economy in a Broad Scope

### Estimation of the Economic value from the Spillover effects of the Digital Economy

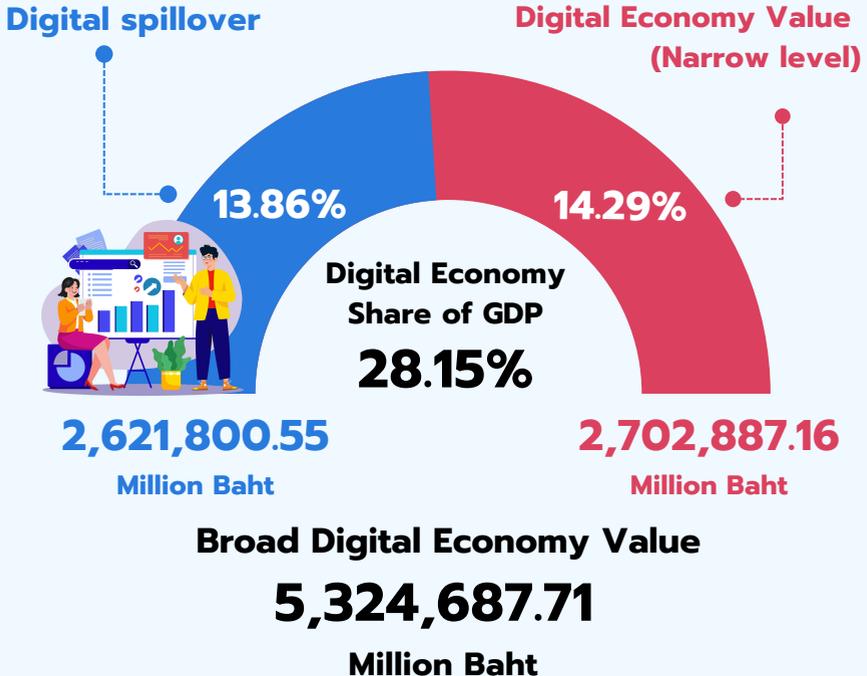
The estimation of the economic value from the digital spillover effect is based on the conceptual framework of the Solow Growth Model and employs Growth accounting techniques. Digital capital is separated from non-digital capital in order to assess the income share of digital capital contributing to GDP and to overall factor productivity (TFP), under the assumptions of perfect competition and constant returns to scale. The analysis applies either a Cobb–Douglas or CES production function to measure the direct and indirect impacts of digital technologies as they diffuse across economic sectors through internal, horizontal, and vertical spillover channels. This analytical framework provides a systematic assessment of the role of the digital economy in enhancing productivity and supporting overall economic growth.



# Thailand's Broad Digital Economy Value in 2025e



# Thailand's Broad Digital Economy Value in 2025e

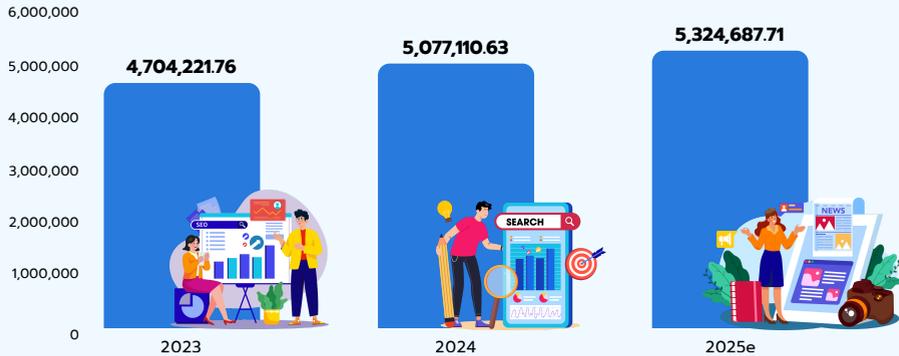


“ The study on the value added from Thailand's digital capital revealed that **the coefficient representing the impact of digital capital, including both the narrow definition and spillover effects (broad definition), is 1.97.**

When combined with the narrow digital economy value, **the broad digital economy value of Thailand in 2025e is estimated at 5,324,687.71 million baht**

# Digital Economy Value of Thailand: Broad Measurement from 2023 – 2025e

Value (Million Baht)  
(Current market prices)



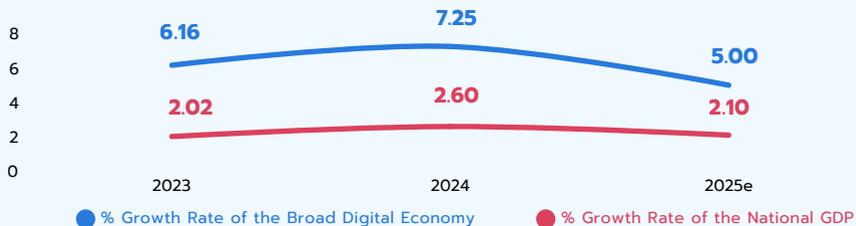
## Gross Domestic Product (GDP) from 2023 - 2025e



\*Source: Office of the National Economic and Social Development Council, 18 August 2025

## Growth of Digital Economy and National Economy in Chain Volume Measure (CVM) in 2023 - 2025e

Growth rate  
Y on Y (%)



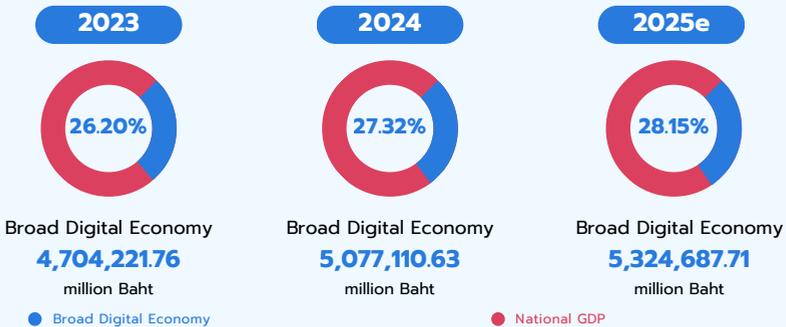
**In 2025e, the digital economy is expected to grow by 5.00%** from the previous year, while the overall Thai economy is expected to grow by 2.10%.

# Broad Digital Economy Share of GDP in 2025e



“ Broad Digital GDP in 2025e **5,324,687.71 million Baht**, representing **28.15%** Gross Domestic Product (GDP) valued at 18,917,200 million Baht ”

## Broad Digital Economy Share of GDP, 2023 - 2025e



“ From 2023 to 2025e, Thailand's broad digital economy has **grown continuously**, increasing its share of GDP from **26.20%** in 2023 to **27.32%** in 2024 and further to **28.15%** in 2025e. ”



# Thailand's Narrow Digital Economy Value in 2025e



# Digital Economy Value in 2025e by Production Approach

## Digital Economy Production Value (Gross output)

at current market prices



**5,991,767.99**

**Million Baht**

**Growth: 4.40% from 2024**

## Digital Economy Value Added

at Current market prices



**2,702,887.16**

**Million Baht**

**Growth: 4.88% from 2024**



### Key Supporting Factors

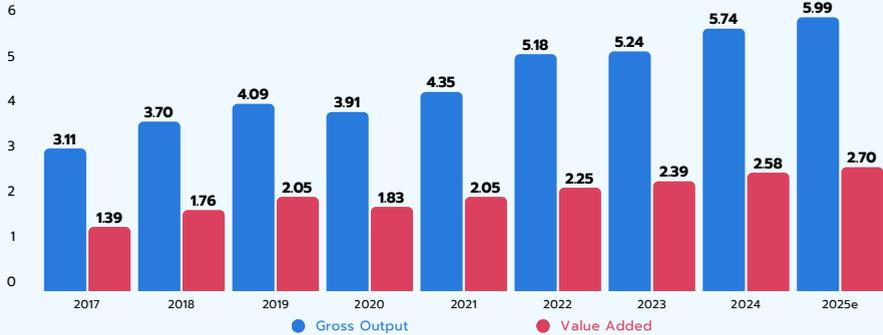


The Digital Services industry added 777,960.88 million Baht (28.78% of total digital economy value added) with 4.36% growth.



# Digital Economy Gross Output and Value Added from 2017 - 2025e

Current market prices  
(Trillion Baht)



## Gross Domestic Product (GDP) from 2017 - 2025e



\*Source: Office of the National Economic and Social Development Council, 18 August 2025

## Digital Economy Growth and National GDP Growth from 2018-2025e at Current market prices

Growth rate  
Y on Y (%)



# Digital Economy Share of GDP in 2025e

National GDP

**18.92** Trillion Baht



Value added

**2.70** Trillion Baht

Equivalent to

**14.29%**

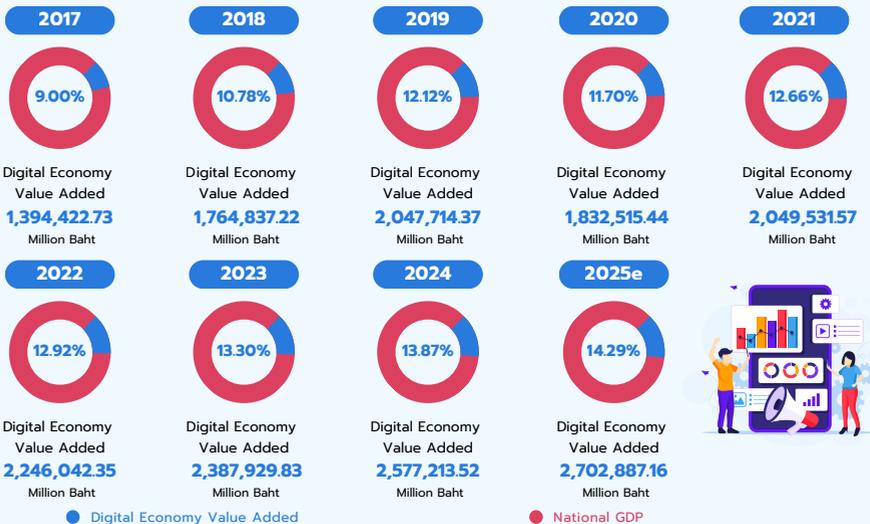
of National GDP



In 2025e, the Digital Economy Value Added to Gross Domestic Product (**Digital Contribution to GDP**) represents **14.29%**



## Digital Economy Share of GDP in 2017 - 2025e



From 2017 to 2025e, the Digital Economy Value Added to GDP averaged **12.29%**. This indicates that the Thai economy has exhibited a higher than average level of digital dependence, particularly from 2021 onwards.



# Digital Economy Value by Industries in 2025e

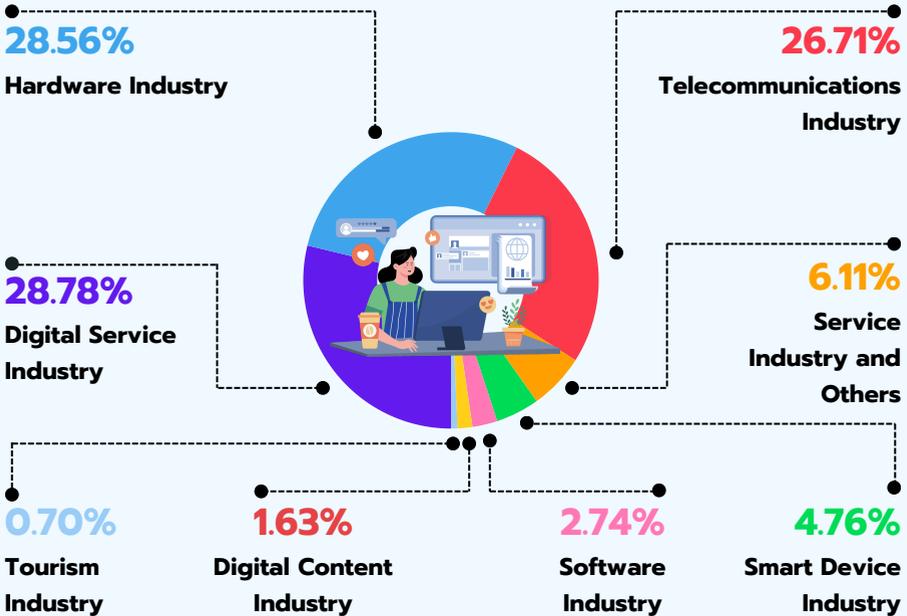
Value of production activities in the digital economy categorized into 8 key industry sectors in line with the digital economy policy framework of the Office of the National Board of Digital Economy and Society (BDE)

(Million Baht)

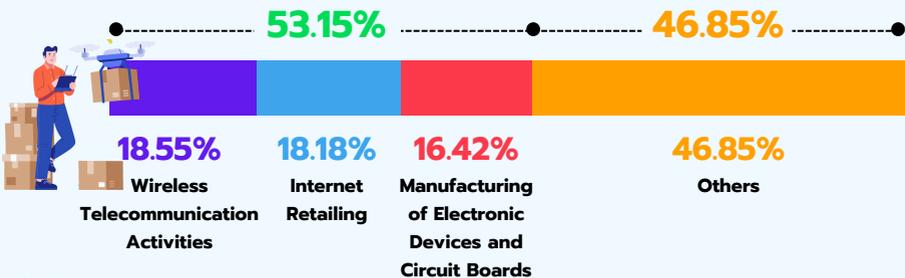


The most significant digital industry is **the digital services industry**, valued at 777,960.88 million Baht, accounting for 28.78% of the total. **The second is hardware industry**, valued at 771,819.87 million Baht, representing 28.56% of the total.

## Share of Value Added by Industries in 2025e



## Share of Value Added by 53 Production Activities in 2025e



“ In 2025e, when considering the value added by 53 production activities, **the top three contributors were wireless telecommunication activities, internet retailing, manufacturing of electronic devices and circuit boards**, accounting for 18.55%, 18.18%, 11.89%, respectively. **Together, these activities represented 53.15% of the total value added.** ”

## Digital Economy Value in 2025e Chain Volume Measurement (CVM) Approach

### Digital Economy Value Added in Production Using Chain Volume Measurement

(Reference Year = 2017)

**2,665,924.33**  
**Million Baht**



### Growth rate

(Reference Year = 2017)

**5.00%**  
**from 2024**

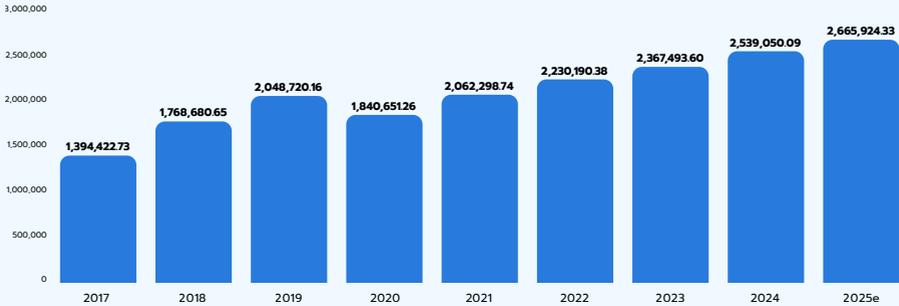


In 2025e, digital economy value added in production using chain volume measurement (reference year = 2017) is grow by 5.00% moderating from the 7.25% growth in 2024. All industry are expected to grow, while digital tourism industry is decline.



# Digital Economy Production Value Using Chain Volume Measure (CVM) from 2017–2025e

(Million Baht)



\*Digital Economy Production Value Using Chain Volume Measurement (CVM) (Reference Year = 2017)

# Gross Domestic Product (GDP) Using Chain Volume Measurement (CVM) from 2017 - 2025e



\*Gross Domestic Product (GDP) Using Chain Volume Measurement (CVM) (Reference Year = 2015)

\*Source : Office of the National Economic and Social Development Council 18 August 2025

# Digital Economy Growth and GDP Growth (CVM) from 2018 - 2025e

Growth Y on Y (%)



Source : Office of the National Economic and Social Development Council

## Digital Economy Value by Enterprise Size (SMEs) in 2025e

Using the definition of small and medium-sized enterprises (SMEs) from the Office of Small and Medium Enterprises Promotion, the digital economy was categorized into eight industry groups. In 2025e: Small enterprises had a production value of 1,199,503.38 million Baht, generating value added of 485,109.74 million Baht, accounting for 17.95% of the total value added. Medium enterprises had a production value of 356,543.38 million Baht, generating value added of 139,537.22 million Baht, accounting for 5.16%, and Large enterprises had a production value of 4,435,721.22 million Baht, generating value added 2,078,240.20 million Baht, accounting for 76.89%.



### Small Enterprises

**Production Value**  
**1,199,503.38**  
Million Baht

**Value Added**  
**485,109.74**  
Million Baht



### Medium Enterprises

**Production Value**  
**356,543.38**  
Million Baht

**Value Added**  
**139,537.22**  
Million Baht



### Large Enterprises

**Production Value**  
**4,435,721.22**  
Million Baht

**Value Added**  
**2,078,240.20**  
Million Baht

## Digital Economy Value Added Share by Enterprise Size Measurement



## Value Added by Industries within Small Enterprises in 2025e

The value added by small enterprises in the 8 industries showed the top three industries as service industry and others (125,564.23 million Baht), digital services industry (124,260.45 million Baht) and telecommunications industry (73,047.40 million Baht), while the tourism industry had the lowest value added.

(Million Baht)



### Service Industry and Others



### Digital Service Industry



### Telecommunications Industry



### Software Industry



### Hardware Industry



### Smart Devices Industry



### Digital Content Industry



### Tourism Industry



## Value Added by Industries within Medium Enterprises in 2025e

The value added by medium enterprises in the 8 industries revealed the top three industries as digital services industry (37,491.67 million Baht), telecommunications industry (30,544.38 million Baht), and services and other industries (27,943.86 million Baht).

(Million Baht)



## Value Added by Industries within Large Enterprises in 2025e

The value added by medium enterprises in the 8 industries revealed the top three industries as **hardware industry (722,190.92 million Baht)**, **telecommunications industry (618,428.19 million Baht)**, and **digital services industry (616,208.76 million Baht)**, respectively.

(Million Baht)



### Hardware Industry



### Telecommunications Industry



### Service Industry and Others



### Smart Devices Industry



### Digital Content Industry



### Service Industry and Others



### Software Industry



### Tourism Industry



## Digital Economy Value in 2025e by Income Approach

The Digital Economy Value, calculated using the income approach, totaled **2,702,887.16 million Baht in 2025e**. By production factor income, labor compensation accounted for 1,583,933.62 million Baht (58.60%), depreciation accounted for 445,521.25 million Baht (16.48%), operating surplus totaled 380,749.79 million Baht (14.09%), net production taxes contributed 168,220.04 million Baht (6.22%), and mixed income accounted for 124,462.46 million Baht (4.60%).

(million Baht)



### Labor Compensation



### Depreciation



### Operating Surplus



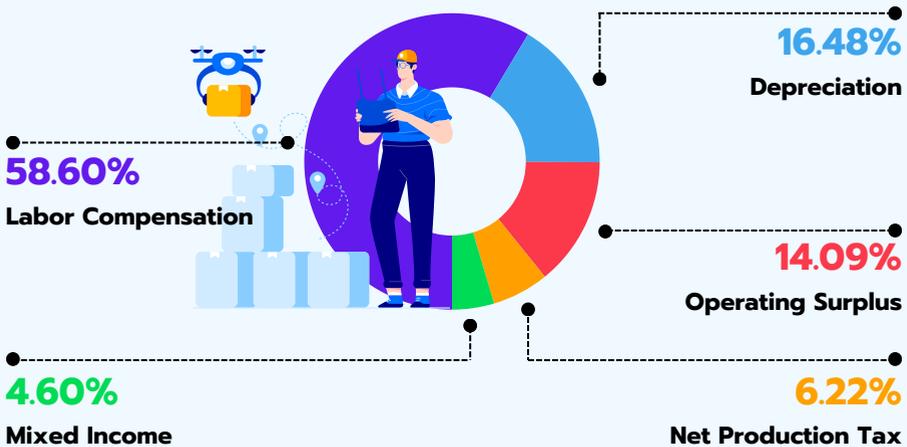
### Net Production Tax



### Mixed Income



## Factor Income Share in Digital Economy in 2025e



“ Analyzing the components of income by industries, **the digital services industry recorded the highest labor compensation at 476,614.78 million Baht, while the tourism industry had the lowest at (16,347.79 million Baht).**

Considering operating surplus and mixed income, **the telecommunications industry had the highest value at 218,518.70 million Baht followed by the telecommunications industry at 163,546.96 million Baht.**



# Digital Economy Value in 2025e by Expenditure Approach

**1**

## Private Final Consumption Expenditure

### Private Final Consumption Expenditure on Digital Goods and Services

at Current market prices



**548,014.33**  
**Million Baht**



**Growth rate**  
**(CVM)**

**3.09%**  
**from 2024**

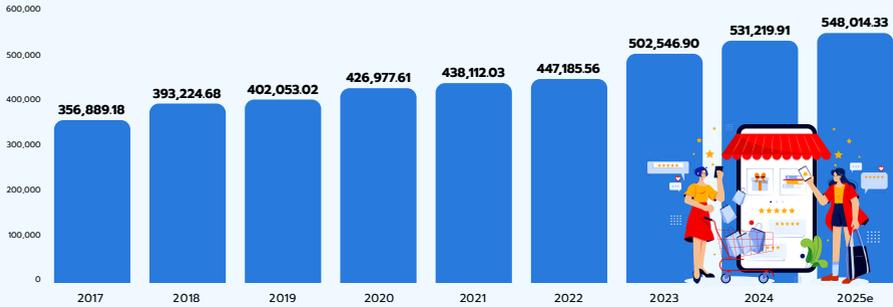


In 2025e, private final consumption expenditure on digital goods and services at current market prices totaled **548,014.33 million Baht**, representing a **growth (CVM) of 3.09%** compared to 2024.



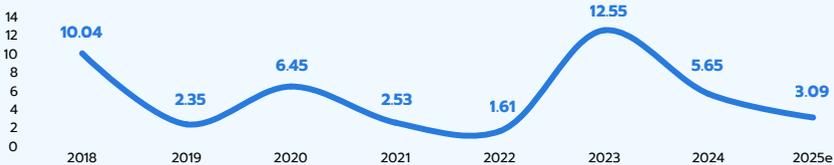
# Private Final Consumption Expenditure on Digital Goods and Services from 2017-2025e

Current market price (Million Baht)



# Growth Rate (CVM) of Private Final Consumption Expenditure on Digital Goods and Services from 2017-2025e

Growth Rate (%)  
Y on Y (%)



“ In 2025e Private Final Consumption Expenditure on Digital Goods and Services at chain volume measurement (CVM) grew 3.09%, driven primary by growth in education (1.99%). Other sectors grew slowdown as follows: entertainment and culture (4.14%), communications (3.35%), health care (2.84%), transportation (2.79%), miscellaneous goods and services (1.37%), and furnishings and household equipment continued to contract from 2024, declining by 1.45%. ”



# Digital Consumer Spending by Category in 2024e

Based on a household sample survey used as an estimation framework, private final consumption expenditure on digital goods and services at current market prices in 2024e totaled 548,014.33 million Baht, an increase of 16,794.42 million Baht from 2024. This includes expenditures across various categories as follows:

(Million Baht)



## Communications



## Entertainment and Culture



## Miscellaneous Goods and Services



## Furniture and Household Equipment



## Transportation



## Education

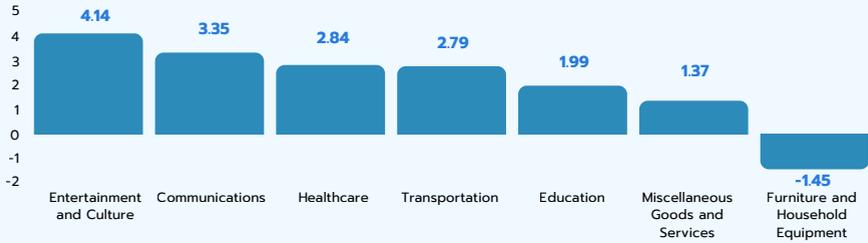


## Healthcare

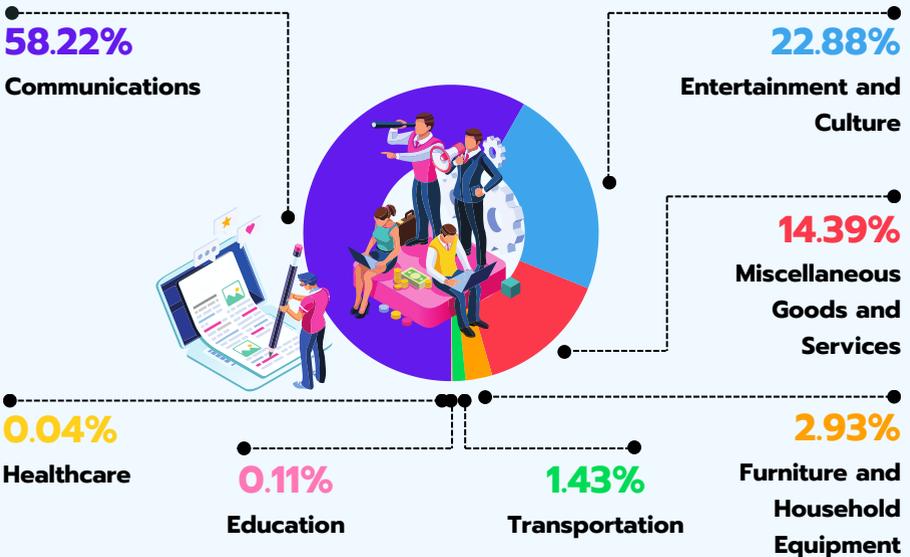


# Growth Rate (CVM) in Digital Consumer Spending by COICOP in 2025e

Growth Rate  
Y on Y (%)



# Share of Digital Consumer Spending by Category in 2025e



# Digital Economy Value in 2025e by Expenditure Approach

2

## Government Final Consumption Expenditure

### Government Final Consumption Expenditure on Digital Goods and Services

at Current market prices



**18,056.55**  
**Million Baht**



**Growth Rate**  
**(CVM)**

**Contracted**  
**3.87%**  
**from 2024**

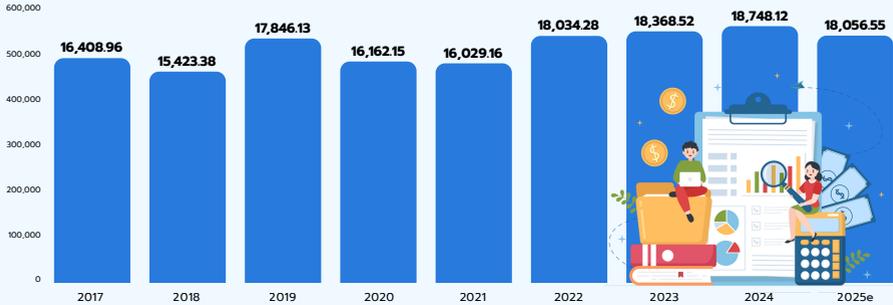


In 2025e final government consumption expenditure on digital goods and services at current market prices totaled 18,056.55 million Baht. The chain-volume growth rate (CVM) contracted by 3.87% from 2024.



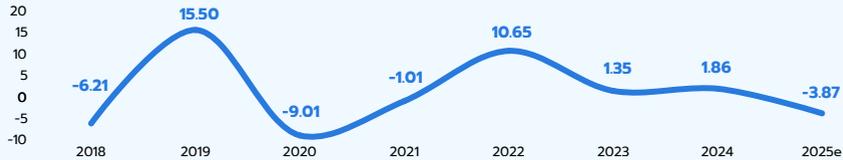
# Government Final Consumption Expenditure on Digital Goods and Services from 2017–2025e

Current market prices (Million Baht)



# Growth Rate (CVM) of Government Final Consumption Expenditure on Digital Goods and Services from 2018–2025e

Growth Rate  
Y on Y (%)



“ In 2025e, the government final consumption expenditure on digital goods and services at current market prices totaled 18,056.55 million baht. The chain-volume growth rate (CVM) contracted by 3.87%, driven by declines in supplies and material expenditures, which fell by 2.50% and utility expenditures, which decreased by 6.43%. ”



# Digital Economy Value in 2025e by Expenditure Approach

## 3

### Gross Fixed Capital Formation (GFCF)

**Method 1: Measuring Gross Fixed Capital Formation (GFCF) in the Digital Economy.** This involves assessing annual investment in fixed assets, either purchased or self-produced by business units, with a lifespan of at least one year. These assets include land, buildings, machinery, tools, high-value software, and other fixed assets.

## Gross Fixed Capital Formation in the Digital Economy



**693,759.46  
Million Baht**

**Growth Rate  
3.17%**

**from 2024**

“ In 2025e, gross fixed capital formation in digital economy (**Method 1**) at current market prices totaled **693,759.46 million Baht** growing by **3.17%** from 2024. Key components include investment in **machinery and equipment**, valued at 312,638.52 million Baht, followed by **buildings** at 155,894.83 million Baht, and **contracted development of software and applications**, totaling 105,127.15 million Baht. ”

# Digital Economy Value in 2025e by Expenditure Approach



## Gross Fixed Capital Formation (GFCF)

**Method 2: Measuring gross fixed capital formation at the national level by including only capital goods** that serve as the primary mechanisms for digital communication systems, as well as computer processing. This includes items such as computer equipment and peripherals, communication tools and devices, software and computer programs, smart devices, and scientific instruments with embedded systems.



## Gross Fixed Capital Formation in the Digital Economy

**139,191.38**  
**Million Baht**

**Growth rate**  
**5.34%**  
**from 2024**

“ In 2025e, gross fixed capital formation in the digital economy (**Method 2**) at current market prices totaled **139,191.38 million Baht**, growing by **5.34%** from 2024. Key contributors were **the hardware industry**, valued at 103,910.03 million Baht, followed by **the smart devices industry** at 19,123.64 million Baht, and **the software industry**, totaling 14,054.36 million Baht. ”

# Digital Economy Value in 2025e by Expenditure Approach

4

## Exports and Imports of Goods and Services

### Digital Goods and Services Exports

**2,498,069.49 Million Baht**

**Growth rate (CVM)**

**24.91%**

**from 2024**



“ In 2025e, the export value of digital goods and services totaled **2,498,069.49 million Baht**, consisting of **2,230,552.13 million Baht** from digital goods exports and **267,517.36 million Baht** from digital services exports. ”

### Digital Goods and Services Imports

**2,371,006.08 Million Baht**

**Growth rate (CVM)**

**Contracted**

**3.22%**

**from 2024**



“ In 2025e, the import value of digital goods and services totaled **2,371,006.08 million Baht**, consisting of **1,855,552.48 million Baht**, for digital goods imports and **515,453.60 million Baht** for digital services imports. ”

# Overview of Digital GDP by Expenditure Approach in 2025e

## Digital GDP by Expenditure Approach

$$GDE = C + I + G + (X-M)$$

**GDE in 2025e = 1,386,893.75 Million Baht**

### C : Private Final Consumption Expenditure

Private Final Consumption Expenditure at current market prices  
**548,014.33 million Baht**  
 Growth Rate (CVM)  
**grow 3.09%**



### I : Gross Fixed Capital Formation

Gross Fixed Capital Formation at current market prices  
**693,759.46 million Baht**  
 Growth Rate (CVM)  
**grow 5.34%**



**X** : Exports of Goods and Services (+) at current market prices  
**2,498,069.49 million Baht**  
 Growth Rate (CVM)  
**grow 24.91%**



**M** : Imports of Goods and Services (-) at current market prices  
**2,371,006.08 million Baht**  
 Growth Rate (CVM)  
**contracted 3.22%**  
**X-M** : Net Exports of Goods and Services at current market prices **127,063.41 million Baht**

**X-M : Net Exports of Goods and Services**



**G** : Government Final Consumption Expenditure at current market prices  
**18,056.55 million Baht**  
 Growth Rate (CVM)  
**contracted 3.87%**



**G : Government Final Consumption Expenditure**



# Statistics Table



**Table 1 Digital Economy Value as a Percentage of GDP (2017 – 2025e)**

<b>Current Market Prices (Million Baht)</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>	<b>2023</b>	<b>2024</b>	<b>2025e</b>
<b>Digital Economy Production Value (Gross Output)</b>	3,105,866.86	3,702,702.88	4,087,203.65	3,910,890.43	4,348,135.33	5,179,148.37	5,243,198.99	5,739,139.64	5,991,767.99
<b>Digital Economy Value Added</b>	1,394,422.73	1,764,837.22	2,047,714.37	1,832,515.44	2,049,531.57	2,246,042.35	2,387,929.83	2,577,213.52	2,702,887.16
<b>Digital Economy Growth Rate (Value Added)</b>		26.56	16.03	-10.51	11.84	9.59	6.32	7.93	4.88
<b>Nominal GDP (GDP at current prices)</b>	15,488,664.00	16,373,340.00	16,889,169.00	15,661,294.00	16,186,634.00	17,377,997.00	17,954,668.00	18,582,671.00	18,917,200.00
<b>Digital Economy Share of GDP (%)</b>	9.00	10.78	12.12	11.70	12.66	12.92	13.30	13.87	14.29
<b>GDP Growth Rate (Current Prices, %)</b>		5.71	3.15	-7.27	3.35	7.36	3.32	3.50	1.80

**Table 2 Digital Industry Value by Industries at Current Prices (Million Baht)**

Industry	Gross Output (Million Baht)				Value Added (Million Baht)			
	2017	2018	2019	2020	2017	2018	2019	2020
<b>Digital Service Industry</b>	675,607.04	1,075,618.65	1,172,931.55	1,035,909.15	395,205.24	619,366.94	710,342.06	488,268.51
<b>Digital Content Industry</b>	89,949.20	89,263.69	92,796.18	86,323.64	38,403.02	37,617.05	43,923.53	30,011.82
<b>Hardware Industry</b>	1,003,563.58	1,030,338.12	1,091,313.75	1,212,236.06	423,603.72	428,361.31	441,044.70	612,674.19
<b>Telecommunications Industry</b>	716,139.90	835,002.69	967,019.21	910,062.83	239,027.55	360,658.67	464,871.23	455,280.20
<b>Smart Devices Industry</b>	168,609.41	206,644.64	235,603.12	212,792.79	55,522.80	81,310.48	89,243.77	86,329.28
<b>Service Industry and Others</b>	306,784.32	306,657.15	355,963.46	312,357.14	149,069.22	137,952.37	199,182.52	103,381.80
<b>Software industry</b>	94,862.72	103,624.68	118,204.54	112,697.86	66,015.55	68,734.06	75,577.61	46,514.76
<b>Tourism industry</b>	50,350.69	55,553.26	53,371.84	28,510.96	27,575.62	30,836.35	23,528.95	10,054.89
<b>Total</b>	<b>3,105,866.86</b>	<b>3,702,702.88</b>	<b>4,087,203.65</b>	<b>3,910,890.43</b>	<b>1,394,422.73</b>	<b>1,764,837.22</b>	<b>2,047,714.37</b>	<b>1,832,515.44</b>

**Table 2 Digital Industry Value by Industries at Current Prices (Million Baht) (continued)**

Industry	Gross Output (Million Baht)					Value Added (Million Baht)				
	2021	2022	2023	2024	2025e	2021	2022	2023	2024	2025e
<b>Digital Service industry</b>	1,094,751.98	1,407,054.04	1,593,820.89	1,674,298.65	1,667,589.84	514,839.38	572,318.05	687,617.95	745,425.09	777,960.88
<b>Digital Content Industry</b>	83,251.37	99,960.42	103,928.60	109,129.43	116,773.63	29,350.15	34,545.98	36,703.22	40,155.61	44,075.46
<b>Hardware industry</b>	1,516,681.96	1,815,611.90	1,560,544.63	1,829,059.57	1,955,616.12	765,325.15	692,539.63	703,292.71	731,442.65	771,819.87
<b>Telecommunications industry</b>	957,043.16	1,075,908.64	1,115,867.58	1,195,569.09	1,237,593.40	473,778.65	655,602.24	640,735.48	697,353.90	722,019.97
<b>Smart Devices industry</b>	271,658.44	298,695.44	371,578.43	408,226.52	408,114.00	117,137.61	97,713.61	107,747.60	120,252.24	128,747.05
<b>Service industry and others</b>	274,398.33	315,173.23	327,886.55	346,149.16	366,059.15	88,915.64	126,663.63	134,304.91	155,376.18	165,119.12
<b>Software industry</b>	129,944.21	140,020.75	139,505.35	142,598.93	203,667.97	53,873.59	58,134.49	62,051.36	67,801.05	74,095.38
<b>Tourism industry</b>	20,405.88	26,723.96	30,066.95	34,108.28	36,353.88	6,311.40	8,524.74	15,476.60	19,406.81	19,049.43
<b>Total</b>	<b>4,348,135.33</b>	<b>5,179,148.37</b>	<b>5,243,198.99</b>	<b>5,739,139.64</b>	<b>5,991,767.99</b>	<b>2,049,531.57</b>	<b>2,246,042.35</b>	<b>2,387,929.83</b>	<b>2,577,213.52</b>	<b>2,702,887.16</b>

**Table 3 Digital Industry Gross Output by Industries and Enterprise Size, 2025e (Million Baht)**

Industry	Gross Output (Million Baht)			
	Small	Medium	Large	Total
<b>Digital Service Industry</b>	289,414.45	96,393.17	1,281,782.22	1,667,589.84
<b>Digital Content Industry</b>	49,373.05	26,302.80	41,097.78	116,773.63
<b>Hardware Industry</b>	106,981.89	31,263.48	1,817,370.76	1,955,616.12
<b>Telecommunications Industry</b>	210,971.20	85,215.64	941,406.56	1,237,593.40
<b>Smart Devices Industry</b>	82,828.77	13,735.89	311,549.34	408,114.00
<b>Service Industry and Others</b>	276,548.00	65,434.27	24,076.88	366,059.15
<b>Software Industry</b>	150,638.97	36,794.70	16,234.30	203,667.97
<b>Tourism Industry</b>	32,747.06	1,403.44	2,203.38	36,353.88
<b>Total</b>	<b>1,199,503.38</b>	<b>356,543.38</b>	<b>4,435,721.22</b>	<b>5,991,767.99</b>

**Table 4 Digital Industry Value Added by Industries and Enterprise Size, 2025e (Million Baht)**

Industry	Value Added (Million Baht)			
	Small	Medium	Large	Total
Digital Service Industry	124,260.45	37,491.67	616,208.76	777,960.88
Digital Content Industry	19,488.99	11,578.62	13,007.85	44,075.46
Hardware Industry	36,432.17	13,196.77	722,190.92	771,819.87
Telecommunications Industry	73,047.40	30,544.38	618,428.19	722,019.97
Smart Devices Industry	34,231.43	4,757.96	89,757.66	128,747.05
Service Industry and Others	125,564.23	27,943.86	11,611.03	165,119.12
Software Industry	55,176.22	13,200.28	5,718.88	74,095.38
Tourism Industry	16,908.85	823.67	1,316.90	19,049.43
<b>Total</b>	<b>485,109.74</b>	<b>139,537.22</b>	<b>2,078,240.20</b>	<b>2,702,887.16</b>

**Table 5 Digital Economy and GDP in Chain Volume Measure**

	2017	2018	2019	2020	2021
<b>Real Digital Economy Values (Chain Volume Measure)</b>					
<b>Digital Economy Value Added (2017 Prices)</b>	1,394,422.73	1,768,680.65	2,048,720.16	1,840,651.26	2,062,298.74
<b>Gross Domestic Product (2015 Prices)</b>	10,259,941.00	10,693,205.00	10,919,319.00	10,258,697.00	10,417,928.00
<b>Growth Rate (%)</b>					
<b>Digital Economy Value Added (2017 Prices)</b>		26.84	15.83	-10.16	12.04
<b>Gross Domestic Product (2015 Prices)</b>		4.22	2.11	-6.05	1.55

**Table 5 Digital Economy and GDP in Chain Volume Measure (continued)**

	2022	2023	2024	2025e	Average for 2017-2025
<b>Real Digital Economy Values (Chain Volume Measure)</b>					
<b>Digital Economy Value Added (2017 Prices)</b>	2,230,190.38	2,367,493.60	2,539,050.09	2,665,924.33	2,101,936.88
<b>Gross Domestic Product (2015 Prices)</b>	10,686,750.00	10,902,382.00	11,185,843.93	11,420,746.65	10,749,423.62
<b>Growth Rate (%)</b>					
<b>Digital Economy Value Added (2017 Prices)</b>	8.14	6.16	7.25	5.00	8.89
<b>Gross Domestic Product (2015 Prices)</b>	2.58	2.02	2.60	2.10	1.39

**Table 6 Digital Economy Factor Income, 2017-2025e (Million Baht)**

	Income (Million Baht)				Share (%)			
	2017	2018	2019	2020	2017	2018	2019	2020
<b>Labor Income</b>	737,682.76	945,970.46	967,642.61	816,337.51	52.90	53.60	47.25	44.55
<b>Excess from Business</b>	408,686.51	477,785.96	533,405.72	581,344.40	29.31	27.07	26.05	31.74
<b>Mixed income</b>	40,467.11	90,871.41	270,608.48	147,976.51	2.90	5.15	13.22	8.08
<b>Net Production Tax</b>	83,614.78	97,221.92	109,545.71	107,035.40	6.00	5.51	5.35	5.84
<b>Depreciation</b>	123,971.56	152,987.48	166,511.85	179,521.62	8.89	8.67	8.13	9.80
<b>Total</b>	<b>1,394,422.73</b>	<b>1,764,837.22</b>	<b>2,047,714.37</b>	<b>1,832,515.44</b>	<b>100.00</b>	<b>100.00</b>	<b>100.00</b>	<b>100.00</b>

**Table 6 Digital Economy Factor Income, 2017-2025e (Million Baht) (continued)**

	Income (Million Baht)					Share (%)				
	2021	2022	2023	2024	2025e	2021	2022	2023	2024	2025e
<b>Labor Income</b>	936,382.14	1,281,003.00	1,474,953.25	1,594,010.43	1,583,933.62	45.69	57.03	61.77	61.85	58.60
<b>Excess from Business</b>	669,028.27	447,808.75	359,235.33	345,848.83	380,749.79	32.64	19.94	15.04	13.42	14.09
<b>Mixed income</b>	122,799.81	103,491.98	83,046.46	116,802.57	124,462.46	5.99	4.61	3.48	4.53	4.60
<b>Net Production Tax</b>	120,577.71	142,068.81	144,910.04	160,966.71	168,220.04	5.88	6.33	6.07	6.25	6.22
<b>Depreciation</b>	200,743.64	271,669.82	325,784.75	359,584.97	445,521.25	9.79	12.10	13.64	13.95	16.48
<b>Total</b>	<b>2,049,531.57</b>	<b>2,246,042.35</b>	<b>2,387,929.83</b>	<b>2,577,213.52</b>	<b>2,702,887.16</b>	<b>100.00</b>	<b>100.00</b>	<b>100.00</b>	<b>100.00</b>	<b>100.00</b>

**Table 7 Digital Economy Factor Income by Industries, 2025e (Million Baht)**

Industry	Labor Income	Excess from Business	Mix Income	Net Production Tax	Depreciation	Total
Digital Service industry	476,614.78	108,499.43	110,019.27	51,027.33	31,800.07	<b>777,960.88</b>
Digital Content industry	32,911.05	-1,735.74	1,305.92	2,732.09	8,862.14	<b>44,075.46</b>
Hardware industry	462,577.63	75,488.81	0.00	61,972.29	171,781.14	<b>771,819.87</b>
Telecommunications industry	336,305.30	163,546.96	0.00	28,607.70	193,560.01	<b>722,019.97</b>
Smart Devices industry	76,585.34	25,057.54	0.00	11,834.38	15,269.78	<b>128,747.05</b>
Service industry and others	118,949.13	7,655.67	12,498.86	8,042.75	17,972.70	<b>165,119.12</b>
Software industry	63,642.61	2,662.87	0.00	3,792.93	3,996.97	<b>74,095.38</b>
Tourism Industry	16,347.79	-425.76	638.41	210.56	2,278.43	<b>19,049.43</b>
<b>รวม</b>	<b>1,583,933.62</b>	<b>380,749.79</b>	<b>124,462.46</b>	<b>168,220.04</b>	<b>445,521.25</b>	<b>2,702,887.16</b>

**Table 8 Private Final Consumption Expenditure on Digital Products by COICOP, 2017-2025e**

Private Final Consumption Expenditure		Value Added (Million Baht)				
COICOP	Classification	2017	2018	2019	2020	2021
5	Furniture and Household Equipment	13,084.45	12,836.19	13,861.52	12,185.38	16,108.62
6	Healthcare	125.39	131.77	144.83	139.94	143.35
7	Transportation	6,214.35	6,942.17	8,239.36	7,647.67	6,962.69
8	Communications	191,601.47	218,890.37	213,087.93	246,220.37	254,914.96
9	Entertainment and Culture	98,080.10	103,793.12	109,012.75	107,397.24	105,494.31
10	Education	429.66	430.97	545.05	583.08	633.38
12	Miscellaneous products and services	47,353.76	50,200.09	57,161.58	52,803.93	53,864.72
<b>Total</b>		<b>356,889.18</b>	<b>393,224.68</b>	<b>402,053.02</b>	<b>426,977.61</b>	<b>438,122.03</b>

**Table 8 Private Final Consumption Expenditure on Digital Products by COICOP, 2017-2025e (continued)**

Private Final Consumption Expenditure		Value Added (Million Baht)			
COICOP	Classification	2022	2023	2024	2025e
5	Furniture and Household Equipment	16,328.85	17,715.05	16,239.03	16,031.36
6	Healthcare	175.71	197.14	205.64	212.38
7	Transportation	6,429.55	6,822.56	7,646.94	7,860.00
8	Communications	254,550.01	293,690.04	308,778.13	319,026.84
9	Entertainment and Culture	107,624.75	113,521.32	120,594.74	125,389.31
10	Education	595.13	633.03	598.35	615.87
12	Miscellaneous products and services	61,481.56	69,967.76	77,157.09	78,878.57
<b>Total</b>		<b>447,185.56</b>	<b>502,546.90</b>	<b>531,219.91</b>	<b>548,014.33</b>

**Table 9 Government Final Consumption Expenditure on Digital Products and Services, 2017-2025e**

Government Final Consumption (GCE)	Current Prices (Million Baht)								
	2017	2018	2019	2020	2021	2022	2023	2024	2025e
1. Expenses and Materials	7,932.34	8,634.54	10,913.49	10,137.55	10,324.98	10,943.02	11,666.29	12,189.07	11,908.33
2. Utility Expenses	8,476.61	6,788.84	6,932.64	6,024.61	5,704.18	7,091.26	6,702.23	6,559.05	6,148.22
<b>Total</b>	<b>16,408.96</b>	<b>15,423.38</b>	<b>17,846.13</b>	<b>16,162.15</b>	<b>16,029.16</b>	<b>18,034.28</b>	<b>18,368.52</b>	<b>18,748.12</b>	<b>18,056.55</b>

Government Final Consumption (GCE)	Growth Rate (CVM)								
	2017	2018	2019	2020	2021	2022	2023	2024	2025e
1. Expenses and Materials		8.44	26.03	-6.41	1.52	3.14	5.89	4.26	-2.5
2. Utility Expenses		-19.91	2.12	-13.1	-5.26	24.24	-5.65	-2.3	-6.43
<b>Total</b>		<b>-6.21</b>	<b>15.5</b>	<b>-9.01</b>	<b>-1.01</b>	<b>10.65</b>	<b>1.35</b>	<b>1.86</b>	<b>-3.87</b>

## Total 10 Gross Fixed Capital Formation in Digital Economy Activities, 2017-2025e (Current Prices)

Year	Land	Buildings and Structures	Tools and Machi	Packaged Software	High-Value Software Development Costs (Websites and Applications)	Other Assets	Total
<b>The Value at Current Prices (Million Baht)</b>							
<b>2017</b>	10,129.47	26,989.14	92,162.17	4,595.50	2,795.15	16,594.11	<b>153,265.54</b>
<b>2018</b>	10,580.82	27,831.85	101,591.38	5,453.32	3,232.55	16,961.57	<b>165,651.49</b>
<b>2019</b>	12,212.43	31,675.31	110,646.06	6,026.07	4,554.61	17,135.17	<b>182,249.66</b>
<b>2020</b>	10,421.46	25,976.91	116,860.76	5,983.57	3,717.07	16,076.65	<b>179,036.41</b>
<b>2021</b>	10,961.27	28,998.06	122,341.42	6,112.16	3,924.62	20,088.72	<b>192,426.25</b>
<b>2022</b>	9,675.54	44,244.56	182,809.71	8,172.99	7,092.55	23,903.79	<b>275,899.15</b>
<b>2023</b>	28,485.55	138,692.47	267,349.71	38,113.51	108,506.14	47,849.60	<b>628,996.99</b>
<b>2024</b>	28,957.98	150,564.05	300,292.91	37,873.58	104,853.11	49,924.75	<b>672,466.39</b>
<b>2025e</b>	29,821.86	155,894.83	312,637.52	38,304.59	105,127.15	51,973.51	<b>693,759.46</b>

**Table 10 Gross Fixed Capital Formation in Digital Economy Activities, 2017-2025e (Current Prices)  
(continued)**

Year	Land	Buildings and Structures	Tools and Machinery	Packaged Software	High-Value Software Development Costs (Websites and Applications)	Other Assets	Total
<b>Share (%)</b>							
<b>2017</b>	6.61	17.61	60.13	3.00	1.82	10.83	<b>100.00</b>
<b>2018</b>	6.39	16.80	61.33	3.29	1.95	10.24	<b>100.00</b>
<b>2019</b>	6.70	17.38	60.71	3.31	2.50	9.40	<b>100.00</b>
<b>2020</b>	5.82	14.51	65.27	3.34	2.08	8.98	<b>100.00</b>
<b>2021</b>	5.70	15.07	63.58	3.18	2.04	10.44	<b>100.00</b>
<b>2022</b>	3.51	16.04	66.26	2.96	2.57	8.66	<b>100.00</b>
<b>2023</b>	4.53	22.05	42.50	6.06	17.25	7.61	<b>100.00</b>
<b>2024</b>	4.31	22.39	44.66	5.63	15.59	7.42	<b>100.00</b>
<b>2025e</b>	4.30	22.47	45.06	5.52	15.15	7.49	<b>100.00</b>

**Table 11 Gross Fixed Capital Formation by Industries, 2017-2025e (Million Baht)**

Industry	2017	2018	2019	2020	2021	2022	2023	2024	2025e
<b>Gross Fixed Capital Formation (Million Baht)</b>									
<b>Digital Content Industry</b>	205.10	252.43	242.11	302.18	297.63	370.95	275.51	224.95	235.64
<b>Hardware Industry</b>	39,296.63	40,202.60	38,258.40	38,208.67	48,721.51	70,715.41	92,403.93	98,080.30	103,910.03
<b>Telecommunications Industry</b>	347.78	590.80	577.87	617.27	686.99	1,042.31	12,328.08	14,126.18	14,054.36
<b>Smart Devices Industry</b>	2,985.60	3,350.33	3,551.67	3,494.68	4,173.32	4,692.08	16,521.95	17,891.22	19,123.64
<b>Software Industry</b>	256.70	278.71	307.97	342.77	437.04	1,575.46	1,664.12	1,817.74	1,867.72
<b>Total</b>	<b>43,091.80</b>	<b>44,674.88</b>	<b>42,938.01</b>	<b>42,965.58</b>	<b>54,316.50</b>	<b>78,396.20</b>	<b>123,193.59</b>	<b>132,140.39</b>	<b>139,191.38</b>

**Table 11 Gross Fixed Capital Formation by Industries, 2017-2025e (Million Baht) (continued)**

Industry	2017	2018	2019	2020	2021	2022	2023	2024	2025e
<b>Share (%)</b>									
<b>Digital Content Industry</b>	0.48	0.57	0.56	0.70	0.55	0.47	0.22	0.17	0.17
<b>Hardware Industry</b>	91.19	89.99	89.10	88.93	89.70	90.20	75.01	74.22	74.65
<b>Telecommunications Industry</b>	0.81	1.32	1.35	1.44	1.26	1.33	10.01	10.69	10.10
<b>Smart Devices Industry</b>	6.93	7.50	8.27	8.13	7.68	5.99	13.41	13.54	13.74
<b>Software Industry</b>	0.60	0.62	0.72	0.80	0.80	2.01	1.35	1.38	1.34
<b>Total</b>	<b>100.00</b>								

**Table 12 : Gross Fixed Capital Formation in Chain Volume Measures (CVM), 2017-2025e**

Item	Gross Fixed Capital Formation in Chain Index Format (Million Baht)								
	2017	2018	2019	2020	2021	2022	2023	2024	2025e
<b>Reproduction of Recorded Media</b>	167.92	205.20	200.54	241.82	212.26	256.33	148.35	82.64	88.28
<b>Manufacture of Electronic Equipment and Circuit Boards.</b>	24,284.68	25,187.01	24,205.12	24,178.84	35,033.02	50,832.37	64,660.60	68,772.03	69,863.01
<b>Manufacture of Computers and Peripheral Equipment</b>	15,011.83	15,763.15	15,391.59	15,983.54	16,819.59	21,529.46	30,370.43	32,428.82	37,600.85
<b>Manufacture of Communication Equipment</b>	605.61	805.79	749.43	837.96	960.25	1,192.40	13,187.83	14,310.98	14,285.19
<b>Manufacture of Electronic Devices for consumer</b>	720.40	1,081.31	1,167.50	1,456.42	1,243.87	1,223.82	4,939.11	3,622.86	3,707.20
<b>Manufacture of Instruments for Measuring, Testing, Navigation, and Control Equipment</b>	58.55	60.70	64.14	64.50	73.46	53.02	85.87	65.79	79.98

**Table 12 : Gross Fixed Capital Formation in Chain Volume Measures (CVM), 2017-2025e (continued)**

Item	Gross Fixed Capital Formation in Chain Index Format (Million Baht)								
	2017	2018	2019	2020	2021	2022	2023	2024	2025e
<b>Manufacture of Watches and Clocks</b>	170.25	183.88	173.90	197.20	164.44	323.26	833.26	767.23	831.43
<b>Manufacture of Irradiation Apparatus, Medical, and Therapeutic Electronic Instruments</b>	5.17	38.44	43.51	41.82	40.94	55.42	428.70	2,391.16	2,757.98
<b>Manufacture of Optical Instruments and Photographic Equipment, and Production of Magnetic and Optical Media</b>	796.80	721.71	588.50	490.67	508.86	772.93	698.23	607.62	699.90
<b>Manufacture of Lighting Equipment</b>	589.04	554.15	554.15	259.13	548.55	668.49	2,734.01	3,121.74	3,320.30
<b>Manufacture of Domestic Appliances</b>	307.20	409.79	540.59	448.06	1,000.65	1,026.59	3,837.36	4,978.67	5,270.20

**Table 12 : Gross Fixed Capital Formation in Chain Volume Measures (CVM), 2017-2025e (continued)**

Item	Gross Fixed Capital Formation in Chain Index Format (Million Baht)								
	2017	2018	2019	2020	2021	2022	2023	2024	2025e
<b>Manufacture of Office Machinery and Equipment (Except Computer)</b>	76.31	80.94	81.64	84.73	88.71	141.02	413.31	427.24	478.81
<b>Manufacture of Sports Goods</b>	4.17	3.95	3.88	4.20	4.31	1.25	24.40	26.06	28.68
<b>Manufacture of Games and Toys</b>	24.81	26.26	26.26	14.07	24.96	2.16	28.17	28.22	29.95
<b>Software Publishing</b>	269.06	303.14	322.08	356.26	463.09	1,631.31	1,720.09	1,898.28	1,949.57
<b>Total</b>	43,091.80	45,425.43	44,114.20	44,660.81	57,280.23	79,955.61	125,956.90	135,428.62	142,655.06

**Table 12 Gross Fixed Capital Formation in Chain Volume Measures (CVM), 2017-2025e (continued)**

Item	Growth Rate (%)								
	2017	2018	2019	2020	2021	2022	2023	2024	2025e
<b>Reproduction of Recorded Media</b>		22.20	-2.27	20.58	-12.22	20.76	-42.13	-44.29	6.82
<b>Manufacture of Electronic Equipment and Circuit Boards.</b>		3.72	-3.90	-0.11	44.89	45.10	27.20	6.36	1.59
<b>Manufacture of Computers and Peripheral Equipment</b>		5.00	-2.36	3.85	5.23	28.00	41.06	6.78	15.95
<b>Manufacture of Communication Equipment</b>		33.05	-6.99	11.81	14.59	24.18	1,005.99	8.52	-0.18
<b>Manufacture of Electronic Devices for consumer</b>		50.10	7.97	24.75	-14.59	-1.61	303.58	26.65	2.33
<b>Manufacture of Instruments for Measuring, Testing, Navigation, and Control Equipment</b>		3.66	5.67	0.56	13.89	-27.83	61.96	23.39	21.58

**Table 12 Gross Fixed Capital Formation in Chain Volume Measures (CVM), 2017-2025e (continued)**

Item	Growth Rate (%)								
	2017	2018	2019	2020	2021	2022	2023	2024	2025e
<b>Manufacture of Watches and Clocks</b>		8.01	-5.43	13.40	-16.61	96.58	157.76	7.92	8.37
<b>Manufacture of Irradiation Apparatus, Medical, and Therapeutic Electronic Instruments</b>		643.84	13.19	-3.89	-2.11	35.37	673.57	457.78	15.34
<b>Manufacture of Optical Instruments and Photographic Equipment, and Production of Magnetic and Optical Media</b>		-9.42	-18.46	-16.62	3.71	51.89	-9.66	12.98	15.19
<b>Manufacture of Lighting Equipment</b>		-5.92	0.00	-53.24	111.69	21.87	308.98	14.18	6.36
<b>Manufacture of Domestic Appliances</b>		33.39	31.92	-17.12	123.33	2.59	273.80	29.74	5.86

**Table 12 Gross Fixed Capital Formation in Chain Volume Measures (CVM), 2017-2025e (continued)**

Item	Growth Rate (%)								
	2017	2018	2019	2020	2021	2022	2023	2024	2025e
<b>Manufacture of Office Machinery and Equipment (Except Computer)</b>		6.08	0.86	3.78	4.70	58.97	193.07	3.37	12.07
<b>Manufacture of Sports Goods</b>		-5.12	-1.95	8.33	2.62	-70.95	1,849.24	6.82	10.05
<b>Manufacture of Games and Toys</b>		5.86	0.00	-46.44	77.42	-91.33	1,201.85	0.15	6.15
<b>Software Publishing</b>		12.66	6.25	10.61	29.99	252.27	5.44	10.36	2.70
<b>Total</b>		<b>5.42</b>	<b>-2.89</b>	<b>1.24</b>	<b>28.26</b>	<b>39.59</b>	<b>57.53</b>	<b>7.52</b>	<b>5.34</b>

**Table 13 Digital Trade Balance: Exports and Imports of Digital Goods and Services, 2017-2025e  
(Million Baht)**

	2017	2018	2019	2020	2021	2022	2023	2024	2025e
<b>Value (Million Baht)</b>									
<b>Export of Digital Goods and Services</b>	1,850,685.63	1,850,230.69	1,749,981.27	1,592,411.07	1,854,945.01	1,649,649.78	1,640,406.00	1,955,761.69	2,498,069.49
<b>Goods</b>	1,584,309.45	1,570,844.60	1,468,583.53	1,490,396.09	1,785,523.62	1,524,595.57	1,443,856.09	1,697,521.35	2,230,552.13
<b>Services</b>	266,376.18	279,386.09	281,397.74	102,014.98	69,421.39	125,054.21	196,549.91	258,240.34	267,517.36
<b>Import of Digital Goods and Services</b>	1,676,845.43	1,772,560.96	1,669,437.18	1,574,601.61	1,937,818.94	1,884,479.98	1,956,690.01	2,394,333.93	2,371,006.08
<b>Goods</b>	1,370,221.68	1,421,457.81	1,312,958.15	1,280,778.33	1,593,302.95	1,485,702.19	1,490,629.10	1,876,520.37	1,855,552.48
<b>Services</b>	306,623.75	351,103.15	356,479.03	293,823.28	344,515.99	398,777.79	466,060.91	517,813.56	515,453.60

Note: Export and import data are reported as of August 2025

**Table 13 Digital Trade Balance: Exports and Imports of Digital Goods and Services, 2017-2025e  
(Million Baht) (continued)**

	2017	2018	2019	2020	2021	2022	2023	2024	2025e
<b>Share (%)</b>									
<b>Export of Digital Goods and Services</b>	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00
<b>Goods</b>	85.61	84.90	83.92	93.59	96.26	92.42	88.02	86.80	89.29
<b>Services</b>	14.39	15.10	16.08	6.41	3.74	7.58	11.98	13.20	10.71
<b>Import of Digital Goods and Services</b>	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00
<b>Goods</b>	81.71	80.19	78.65	81.34	82.22	78.84	76.18	78.37	77.81
<b>Services</b>	18.29	19.81	21.35	18.66	17.78	21.16	23.82	21.63	22.19

Note: Export and import data are reported as of August 2025

**Table 14 Digital Goods and Services Exports by Industries, 2017-2025e (Million Baht)**

Industry	Value (Million Baht)								
	2017	2018	2019	2020	2021	2022	2023	2024	2025e
Digital Services Industry	28,781.33	29,803.61	28,577.17	28,154.68	29,855.42	36,196.41	40,995.98	40,663.98	42,617.03
Digital Content Industry	10,878.94	13,208.05	14,523.11	14,489.64	16,884.25	19,534.45	22,789.24	28,154.86	27,084.86
Hardware Industry	928,024.68	905,499.46	828,258.47	820,926.64	974,969.81	742,103.43	674,157.66	890,150.99	1,277,151.02
Telecommunications Industry	206,830.45	213,872.73	187,148.33	198,450.87	243,613.93	245,008.59	240,507.74	316,631.19	487,667.60
Smart Devices Industry	436,677.18	442,074.35	443,085.29	457,869.83	545,636.02	513,545.58	509,353.45	468,644.61	447,188.80
Services and Others Industries	20,167.22	20,547.88	19,723.11	17,775.69	21,541.32	24,232.59	24,149.28	25,099.40	23,246.70
Software Industry	1,533.05	1,987.75	1,885.19	3,747.34	2,559.67	4,220.42	1,594.05	1,884.73	1,952.44
Tourism Industry	217,792.79	223,236.86	226,780.60	50,996.38	19,884.60	64,808.32	126,858.60	184,531.92	191,161.04
<b>Total</b>	<b>1,850,685.63</b>	<b>1,850,230.69</b>	<b>1,749,981.27</b>	<b>1,592,411.07</b>	<b>1,854,945.01</b>	<b>1,649,649.78</b>	<b>1,640,406.00</b>	<b>1,955,761.69</b>	<b>2,498,069.49</b>

Note: Export and import data are reported as of August 2025

**Table 15 Digital Goods and Services Imports by Industries, 2017-2025e (Million Baht)**

Industry	Value (Million Baht)								
	2017	2018	2019	2020	2021	2022	2023	2024	2025e
<b>Digital Services Industry</b>	95,951.14	109,068.31	111,654.26	106,835.26	113,895.95	137,640.66	168,817.08	177,110.94	176,045.63
<b>Digital Content Industry</b>	150,432.11	177,618.34	171,707.20	145,906.53	183,441.15	200,962.44	221,815.75	246,155.45	248,124.98
<b>Hardware Industry</b>	623,388.88	671,707.89	609,927.96	604,097.89	757,380.34	784,303.88	795,503.71	916,529.76	1,022,549.10
<b>Telecommunications Industry</b>	303,153.74	292,433.49	280,682.69	261,480.52	330,105.33	173,070.92	156,467.30	164,689.86	171,542.96
<b>Smart Devices Industry</b>	447,467.78	457,039.05	433,354.09	422,301.55	517,934.36	536,800.77	542,314.27	798,724.09	661,045.62
<b>Services and Others Industries</b>	9,695.46	11,619.14	10,713.41	10,003.69	11,978.79	10,682.63	15,534.75	18,215.88	19,122.10
<b>Software Industry</b>	1,808.78	4,048.84	2,896.96	6,804.82	8,999.28	10,281.13	3,608.39	4,767.48	4,745.75
<b>Tourism Industry</b>	44,947.53	49,025.90	48,500.61	17,171.36	14,083.75	30,737.54	52,628.76	68,140.48	67,829.93
<b>Total</b>	<b>1,676,845.43</b>	<b>1,772,560.96</b>	<b>1,669,437.18</b>	<b>1,574,601.61</b>	<b>1,937,818.94</b>	<b>1,884,479.98</b>	<b>1,956,690.01</b>	<b>2,394,333.93</b>	<b>2,371,006.08</b>

Note: Export and import data are reported as of August 2025

**Table 16 Digital Trade Balance: Real Value of Digital Goods and Services Exports and Imports (Million Baht)**

Item	Real Value (Million Baht)				Real GDP Growth Rate (%)			
	2017	2018	2019	2020	2017	2018	2019	2020
<b>Export of Digital Goods and Services</b>	<b>1,850,685.63</b>	<b>1,807,174.38</b>	<b>1,688,638.35</b>	<b>1,520,654.79</b>		-2.35	-6.56	-9.95
Digital Goods	1,584,309.45	1,529,191.55	1,410,139.21	1,415,215.69		-3.48	-7.79	0.36
Digital Services	266,376.18	277,982.83	278,913.11	101,124.15		4.36	0.33	-63.74
<b>Import of Digital Goods and Services</b>	<b>1,676,845.43</b>	<b>1,735,578.19</b>	<b>1,572,417.81</b>	<b>1,412,118.81</b>		<b>3.50</b>	<b>-9.40</b>	<b>-10.19</b>
Digital Goods	1,370,221.68	1,420,026.13	1,289,429.11	1,195,718.79		3.63	-9.20	-7.27
Digital Services	306,623.75	315,552.06	283,279.57	223,863.43		2.91	-10.23	-20.97

Note: Export and import data are reported as of August 2025

**Table 16 Digital Trade Balance: Real Value of Digital Goods and Services Exports and Imports (Million Baht) (continued)**

Item	Real Value (Million Baht)					Real GDP Growth Rate (%)				
	2021	2022	2023	2024	2025e	2021	2022	2023	2024	2025e
<b>Export of Digital Goods and Services</b>	<b>1,697,643.75</b>	<b>1,467,584.71</b>	<b>1,435,885.74</b>	<b>1,683,778.32</b>	<b>2,103,144.51</b>	<b>11.64</b>	<b>-13.55</b>	<b>-2.16</b>	<b>17.26</b>	<b>24.91</b>
Digital Goods	1,623,512.28	1,344,993.01	1,252,635.68	1,445,080.39	1,851,851.63	14.72	-17.16	-6.87	15.36	28.15
Digital Services	67,399.99	120,737.25	187,412.02	245,937.31	254,772.36	-33.35	79.14	55.22	31.23	3.59
<b>Import of Digital Goods and Services</b>	<b>1,633,898.45</b>	<b>1,460,675.21</b>	<b>1,577,088.33</b>	<b>1,817,354.29</b>	<b>1,758,859.58</b>	<b>15.71</b>	<b>-10.60</b>	<b>7.97</b>	<b>15.23</b>	<b>-3.22</b>
Digital Goods	1,392,146.89	1,200,734.54	1,288,724.22	1,514,318.47	1,465,755.12	16.43	-13.75	7.33	17.51	-3.21
Digital Services	251,975.16	261,940.91	289,080.69	312,129.23	301,950.13	12.56	3.96	10.36	7.97	-3.26

Note: Export and import data are reported as of August 2025

**Table 17 Thailand's Digital Economy Value and Growth, 2023-2025e**

<b>Current Prices (Million Baht)</b>	<b>2023</b>	<b>2024</b>	<b>2025</b>
<b>Narrow Digital Economy Value</b>	2,387,929.83	2,577,213.52	2,702,887.16
<b>Broad Digital Economy Value</b>	4,704,221.76	5,077,110.63	5,324,687.71
<b>Gross Domestic Product (GDP)</b>	17,954,668.00	18,582,671.00	18,917,200.00
<b>Narrow Digital Economy Share of GDP</b>	13.30%	13.87%	14.29%
<b>Broad Digital Economy Share of GDP</b>	26.20%	27.32%	28.15%



**สำนักงานคณะกรรมการดิจิทัลเพื่อเศรษฐกิจและสังคมแห่งชาติ**

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