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ILLUSTRATIVE IMAGE

INTELLIGENCE · ISSUE 2 · OCTOBER 2026

Thailand's *Longevity* Economy

The stem-cell law, the **฿29bn** WellEra bet, and the countdown to GWS 2026.

QUICK ANSWER

From strategy to *execution.*

THE SHORT VERSION

Thailand's wellness economy reached US$42.7 billion in 2024 (confirmed by GWI's February 2026 data release), and this quarter Thailand moved from policy announcements to concrete action — a ministerial decree classifying stem cells as medicine, BDMS's ฿29 billion WellEra wellness-real-estate launch, and the run-up to Global Wellness Summit 2026 in Phuket (Nov 10–13). The coordination gap flagged in Issue 1 has sharpened into a concrete proposal for a National Wellness Board.

US$42.7bn

Thailand's wellness economy in 2024, up 10.1% year on year

GWI · FEB 2026

฿29bn

BDMS's WellEra wellness ecosystem in Bangkok's Lumpini district

FULL OPENING TARGETED 2030

92,813

Wellness tourism-related businesses, about ฿670bn combined revenue

INDUSTRY REPORTING · 2025

฿300M+

Projected economic activity from Global Wellness Summit 2026, Phuket

NOV 10-13, 2026

01 The macro update

02 Voices this quarter

03 Policy in motion

04 Gaps, findings and actions

By the Healthplatz Intelligence research team · Edited by Y von der Haar (ISSA Certified Nutritionist, ACE Certified Health Coach) · Figures verified 11 October 2026

01

The numbers, *confirmed.*

In February 2026, the Global Wellness Institute (GWI) published updated Thailand figures alongside the fourth consecutive year of its research partnership with BDMS Wellness Clinic. The release confirms Thailand's wellness economy grew from US$38.8 billion in 2023 to US$42.7 billion in 2024 — a 10.1% year-on-year increase, consistent with the #7 global growth ranking reported in Issue 1.

METRIC	FIGURE	SOURCE
Thailand wellness economy (2024)	US$42.7 billion, up from $38.8B in 2023 (+10.1% YoY)	GWI, Feb 26, 2026
Thailand's share of the global wellness economy	0.63%	The Nation, Sept 2026
Global wellness economy, forecast	$6.8T (2024) → $9.75T by 2029 (7.6% CAGR)	GWI, via The Nation
Thai spa sector growth	+18% annually	GWI
Wellness real estate growth	+22.9% annually	GWI (confirmed, Issue 1)
Thai spa market forecast	฿97.09 billion by 2028 (9.4% CAGR, 2023–2028)	The Nation, Sept 2026
Wellness tourism-related businesses (2025)	92,813 registered businesses, ~฿670 billion combined revenue	Industry reporting, 2026

NOTE the frequently cited "+36.4%" figure applies specifically to Thailand's wellness tourism segment, not the overall $42.7B wellness economy — a distinction Issue 1 flagged and that continues to be blurred in some press coverage.

02

Voices *this quarter.*

"Thailand's continued rise as a global wellness leader — reaching a $42.7 billion market and achieving double-digit recent growth — reflects both the country's deep cultural commitment to wellbeing and its forward-thinking investments in innovation and preventive health."

Susie Ellis
Chair & CEO, Global Wellness Institute
GWI PRESS RELEASE, FEB 26, 2026

"If a customer tells you they feel great, you cannot put a price on that. The only way to make someone truly believe in the value of what you are offering is deep research — clinical data that proves it."

Prof. Dr. Yodchanan Wongsawat
Deputy Prime Minister & Minister of Higher Education, Science, Research and Innovation
THE NATION, MAY 19, 2026

"We do not see ourselves as property developers. We want to create a place that supports physical health, mental wellbeing and healthy longevity... WellEra transforms decades of medical knowledge into a living ecosystem."

Dr. Tanupol Virunhagarun
CEO, BDMS Wellness Group, at the WellEra Bangkok launch
THE NATION, JUNE 2026

"Gastech gives TAT an important opportunity to engage with leaders, decision-makers and businesses from around the world while presenting another dimension of Thailand."

Thapanee Kiatphaibool
Governor, Tourism Authority of Thailand
TAT NEWSROOM, SEPT 14-17, 2026

03

Government strategy *in motion.*

01 Stem cells formally classified as medicine.

Public Health Minister Patana Promphat signed the "Ministerial Decree: Stem Cells as Medicine" on 27 May 2026, ending years of regulatory ambiguity. Complex therapies (CAR-T, MSCs) are now Advanced Therapy Medicinal Products (ATMPs) requiring full Thai FDA drug registration. THE NATION

02 Medical Visa extension under review.

The Department of Health Service Support is advancing a plan to extend Medical Visa duration for patients requiring months-long rehabilitation or longevity programmes, under review by a deputy-prime-minister-chaired economic committee. THE NATION

03 Genomics Thailand Phase 2 continues.

Following Phase 1 (2020–2024, 34,000+ genomes sequenced against a 50,000 target, ฿4.47bn budget), Phase 2 (2025–2029) is underway; no new budget or sequencing-progress figures have been officially disclosed this quarter.

04 "Wellness Hub Thailand: The Land of Life."

TAT, BDMS Wellness Clinic and partners launched "The Journey Within" campaign under Deputy PM Yodchanan Wongsawat's vision to shift Thailand's wellness industry toward a high-value, globally competitive innovation sector.

05 BOI incentives and the LTR Visa remain in force.

Up to 8–13 years of corporate tax exemption for wellness/medical New S-Curve businesses and the 10-year Long-Term Resident visa continue; Thailand's Board of Investment confirms medical and wellness tourism remains on its targeted-industry list. BOI

04

National and international *promotion.*

01 Global Wellness Summit 2026 countdown (Phuket, Nov 10–13).

The 20th-anniversary edition will be held at Angsana Laguna Phuket under the theme "The Science, Art and Soul of Wellness," expecting 600+ delegates from 30+ countries and projected to generate at least ฿300 million in economic activity. GLOBAL WELLNESS SUMMIT

02 WellEra Bangkok officially launched.

BDMS unveiled a ฿29 billion (~US$865 million) wellness ecosystem in Bangkok's Lumpini district, including Thailand's first Capella-branded residences with Capella Hotel Group. Full opening is targeted for 2030.

03 "Healing Is the New Luxury" expands beyond travel trade.

TAT showcased the campaign at Gastech 2026 (Sept 14–17, BITEC Bangkok) to 50,000+ energy-sector professionals from 150+ countries. The original target of 600,000 GCC visitors by end-2026 remains in place.

04 NIA pushes clinical-evidence standards.

The National Innovation Agency hosted "Beyond Relaxation: Innovation, Science and the Future of Value Creation in the Wellness Industry," reinforcing that premium pricing requires clinical data, not experiential claims alone.

05 Thai Spa Association's five-year plan continues toward a top-five position among Asia's wellness markets, consistent with Issue 1.

05

Where the *gaps* are.

4 separate deputy prime ministers hold wellness-related responsibilities.

DEPUTY PM	DEPUTY PM	DEPUTY PM	DEPUTY PM
Infrastructure	**Tourism and the service economy**	**Science, health and education**	**Legal reform**

Issue 1 reported that Thailand lacks a unified, integrated national longevity-economy strategy. This quarter, that observation has sharpened into a more concrete structural critique.

Private-sector voices have called on government to dismantle administrative silos, noting that wellness-related responsibilities currently sit across four separate deputy prime ministers — covering infrastructure; tourism and the service economy; science, health and education; and legal reform. Some analysts have proposed a dedicated "National Wellness Board," distinct from the existing Medical Hub committee, to focus specifically on the preventive-health economy.

This does not undercut the sector's momentum. It sharpens the same point Issue 1 raised — that coordination, not ambition, remains the open question — and moves it from an analytical observation toward a concrete structural proposal now part of the public debate.

06

What the findings *mean.*

Our analysis. This quarter, Thailand moved from strategy announcements to concrete regulation and capital deployment: the stem-cell decree gives advanced-therapy providers a legal framework for the first time; BDMS's ฿29 billion WellEra commitment signals serious private capital behind the longevity-real-estate thesis; and the run-up to GWS 2026 keeps Thailand's global positioning on track. The coordination gap flagged in Issue 1 persists, but has moved from observation to proposal — worth tracking into Issue 3.

01 The stem-cell/ATMP decree positions Thailand among the region's earlier movers on a clear legal framework for advanced cell therapies.

02 WellEra's Capella Residences will be Thailand's first Capella-branded residential project, signalling that global luxury hospitality brands are now underwriting the wellness real estate thesis (+22.9%/year, per Issue 1).

03 Thailand counts 92,813 wellness tourism-related businesses generating an estimated ฿670 billion in 2025 revenue — a far broader operator base than the headline $42.7B figure alone suggests.

04 GWS 2026's projected ฿300M+ economic impact dwarfs the ฿50M cited for Phuket Health Expo 2026 in Issue 1.

07

What businesses and consumers *should do.*

FOR BUSINESSES

1 **Prepare for the new ATMP regulatory pathway.**
Start mapping Thai FDA registration requirements for stem-cell and cell-based therapies now.

2 **Plan for a long-stay clinical segment.**
If the Medical Visa extension proceeds, prepare staffing and packages for extended-stay patients.

3 **Lead with clinical evidence, not experience.**
Government and NIA messaging both point the same direction on premium pricing.

4 **Evaluate non-travel promotional channels,** following TAT's move to showcase wellness at Gastech.

FOR CONSUMERS

1 **Check for proper ATMP/FDA registration** before choosing any stem-cell or cell-based therapy provider.

2 **Favor continuity-of-care models like WellEra's,** over one-off treatments.

3 **Start with a baseline assessment** — biological age, inflammation markers or NCD risk — as in Issue 1.

Next issue — *every quarter.*

Issue 3 (January 2027) will include outcomes from Global Wellness Summit 2026.

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08

Frequently asked *questions.*

What's new in Thailand's longevity economy since Issue 1?

Three developments: a ministerial decree formally classifying stem cells as medicine (27 May 2026), BDMS's ฿29 billion WellEra wellness-ecosystem launch, and the countdown to Global Wellness Summit 2026 in Phuket — plus a sharpened proposal for a National Wellness Board to address cross-ministry coordination.

Why does the stem-cell decree matter?

It formally classifies stem cells and cell-based therapies as medicines under Thai law for the first time, designating complex therapies such as CAR-T and MSCs as Advanced Therapy Medicinal Products requiring full Thai FDA drug registration — ending years of regulatory ambiguity.

When and where is Global Wellness Summit 2026?

November 10–13, 2026, at Angsana Laguna Phuket, the summit's 20th anniversary, under the theme "The Science, Art and Soul of Wellness," with 600+ delegates expected from 30+ countries.

What is WellEra?

A ฿29 billion (~US$865 million) wellness ecosystem from BDMS in Bangkok's Lumpini district, combining a wellness clinic, wellness residences — including Thailand's first Capella-branded residences — and lifestyle retail. Full opening is targeted for 2030.

Does this content link to any Healthplatz commercial product?

No. This series presents factual, sourced industry data only, with no personal opinion and no link to any Healthplatz commercial product.

Quotation verification

SPEAKER	STATEMENT (EXCERPT)	SOURCE	VERIFIED
Susie Ellis, GWI Chair & CEO	*"...reflects both the country's deep cultural commitment to wellbeing and its forward-thinking investments..."*	GWI press release, Feb 26, 2026	11 Oct 2026
Yodchanan Wongsawat, Deputy PM	*"If a customer tells you they feel great, you cannot put a price on that..."*	The Nation, May 19, 2026	11 Oct 2026
Tanupol Virunhagarun, CEO, BDMS Wellness Group	*"We do not see ourselves as property developers..."*	The Nation, June 2026	11 Oct 2026
Thapanee Kiatphaibool, Governor, TAT	*"Gastech gives TAT an important opportunity to engage with leaders..."*	TAT Newsroom, Sept 2026	11 Oct 2026

09

Sources *checked* 11 October 2026.

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https://globalwellnessinstitute.org/press-room/press-releases/gwi-releases-new-data-on-thailands-fast-growing-wellness-market/

02 PR Newswire: GWI releases new Thailand data
https://www.prnewswire.com/news-releases/global-wellness-institute-releases-new-data-on-thailands-fast-growing-42-7-billion-wellness-market-302698003.html

03 The Nation: Thailand seeks larger share of US$9.75tn wellness economy
https://www.nationthailand.com/health-wellness/40070355

04 The Nation: Scientific proof is the only path to premium pricing (May 19, 2026)
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05 The Nation: Thailand's landmark stem cell decree
https://www.nationthailand.com/health-wellness/40066728

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https://www.nationthailand.com/health-wellness/40067356

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11 Global Wellness Summit: 2026 theme and agenda
https://www.globalwellnesssummit.com/2026-summit-theme/

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13 Healthplatz Intelligence, Issue 1
https://healthplatz.co/en/intelligence/thailand-longevity-economy/

Verification status: figures and quotations were checked against these sources on 11 October 2026. As with Issue 1, programme-level figures that could not be independently re-verified in English-language sources (unpublished Genomics Thailand Phase 2 budget detail) are omitted rather than estimated.

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