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AI in Thailand: Enterprise Adoption & Readiness Enablers

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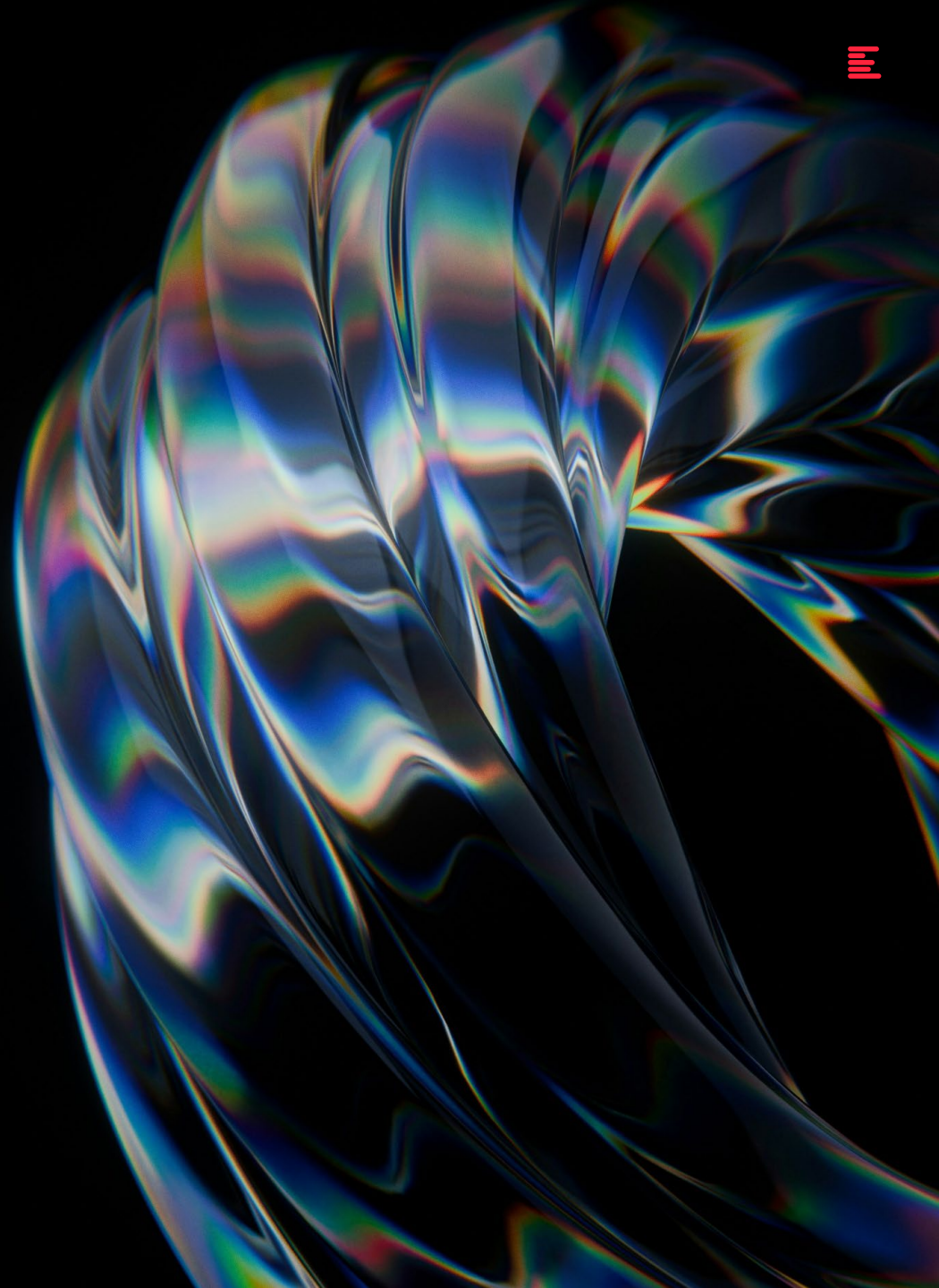
AI in Thailand is being tied to broader economic and industrial priorities. Investments in data centres, connectivity, sovereign AI capabilities, and workforce programmes reflect a wider attempt to strengthen productivity, modernise industries, and reduce long-term dependence on external technology ecosystems.

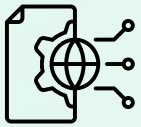
However, while infrastructure and policy momentum are accelerating, enterprise adoption remains uneven, with most organisations still working through foundational gaps in strategy, governance, data readiness, and operational capability.



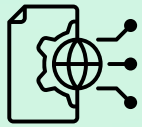
#1 AI Roadmap Lacks Operating Structure

Thailand's AI landscape is active, but most organisations are still operating without a clearly defined strategic foundation to guide scale.

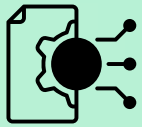
AI Strategy & Vision



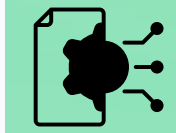
33%
Have no AI vision



32%
No defined vision, implementations ad-hoc



23%
Have a loosely structured strategy, but implementation remains reactive ion



12%
Have a formal AI strategy with organisational alignment

Source: Ecosystm, 2026

AI activity is largely bottom-up and fragmented across enterprises. Organisations need to translate experimentation into defined operating models and execution roadmaps.

#2 AI is Constrained by Economics & Execution

AI adoption is being shaped more by practical scaling constraints than by lack of interest or awareness.

Top Barriers to AI Adoption

57%

Budget & value considerations

52%

Realities of the market such as language, sovereignty

50%

Infrastructure availability & cost

Source: Ecosystm, 2026

ROI pressure and structural constraints are slowing enterprise-wide AI expansion. Enterprises need clearer value measurement frameworks and infrastructure-aligned AI investment planning.

#3 Infrastructure Readiness Lags AI Demand

While Thailand is rapidly expanding its AI infrastructure base, most enterprises are not yet positioned to fully leverage this new capacity.

Infrastructure Readiness

55%
Insufficient infrastructure & performance issues

35%
Infrastructure just enough to support current AI adoption

10%
Have infrastructure capacity to scale beyond current AI use

Source: Ecosystm, 2026

There is a growing gap between national infrastructure build-out and enterprise-level readiness to consume it. Organisations need to upgrade internal data systems, storage, and processing setups so they can actually run AI workloads on the infrastructure now becoming available.

#4 Data Systems Are Still Not AI-Ready

Most organisations are still relying on a mix of siloed systems and manual workarounds, so data quality and consistency break down when AI use cases move beyond pilots.

Data Readiness

13%
Manual data validation and checks

43%
Basic tools and siloed processes, frequent inconsistencies

28%
Early automation and controls, but fragmented and not scalable

10%
Structured, automated data with reliable AI access

5%
Fully AI-ready data with real-time monitoring and strong controls

Source: Ecosystm, 2026

Organisations should focus first on standardising data flows across core systems and introducing basic automated validation before layering advanced AI use cases on top.

#5 Governance Is Being Built Reactively

As AI is visualised in operational and regulated use cases, governance gaps are becoming visible in day-to-day execution rather than remaining at policy level.

Governance maturity

18%

No AI data governance in place

37%

Basic privacy controls, not designed for AI-related risks

45%

AI governance being established, stretched by complexity

0%

Fully embedded AI-ready governance & controls

Source: Ecosystm, 2026

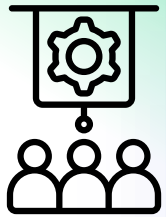
Organisations should define AI-specific governance controls for data use, model access, and cross-system data flows. rather than relying on traditional privacy frameworks alone.

#6 Skills Exist, but Not at the Level Needed

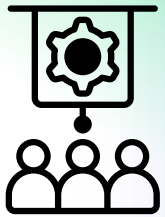
Many organisations can support a few AI use cases, but struggle when multiple teams need to build, deploy, and maintain AI systems in parallel.

Skills Gap

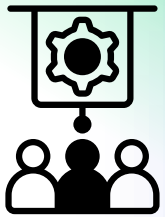
22%
No AI skills, difficulty hiring/ retaining talent



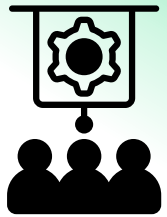
28%
Limited AI skills; insufficient for planned initiatives



38%
Adequate AI skills for current needs; challenges in hiring/upskilling



12%
Strong AI capability, with robust internal talent & active upskilling

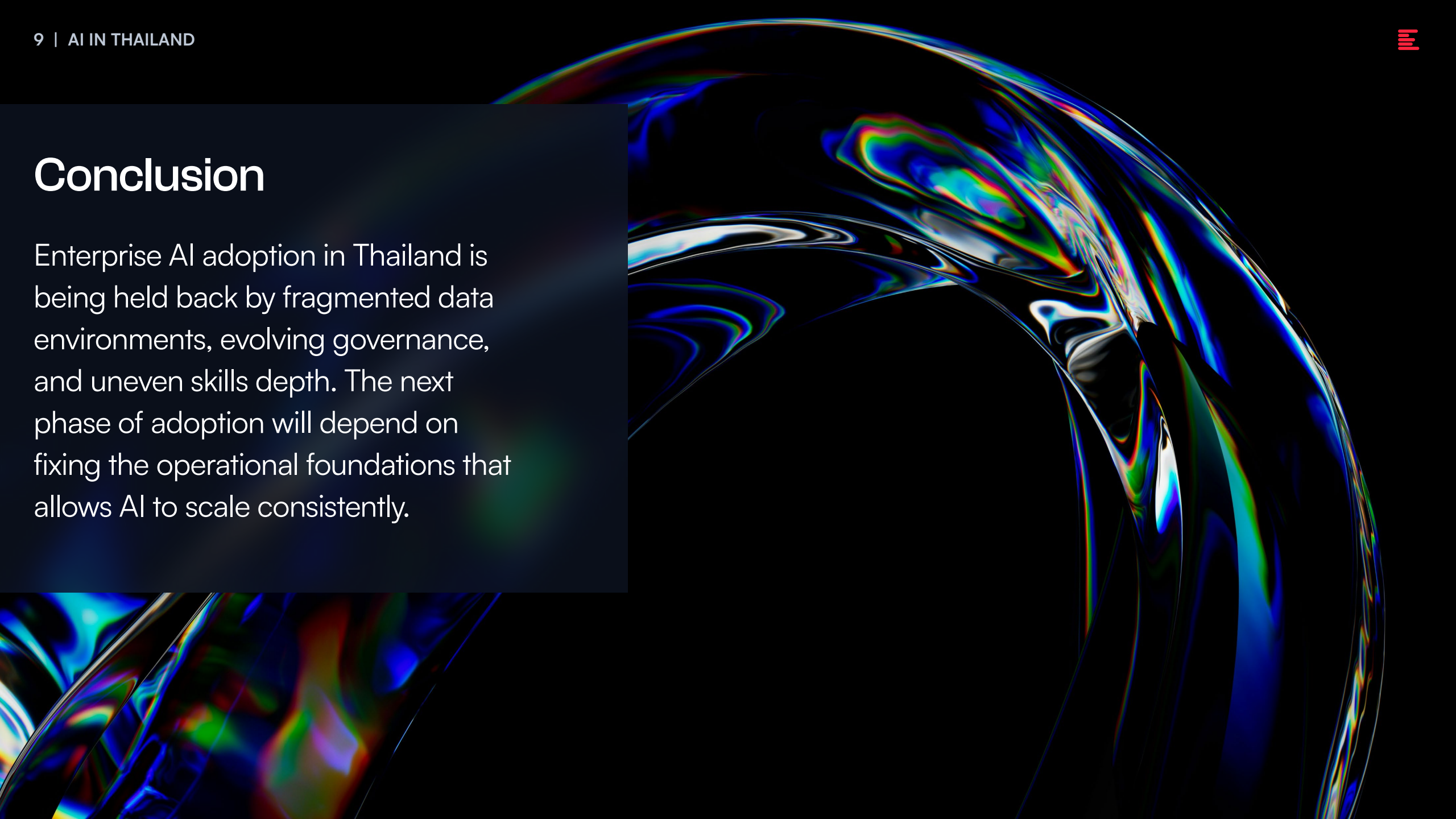


Source: Ecosystm, 2026

Organisations need repeatable delivery capability inside business functions, not just centralised AI teams, so execution does not bottleneck at a small pool of specialists.

Conclusion

Enterprise AI adoption in Thailand is being held back by fragmented data environments, evolving governance, and uneven skills depth. The next phase of adoption will depend on fixing the operational foundations that allows AI to scale consistently.



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Want to find out more about the ground realities in Thailand? Reach out to our experts.

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