

Network Readiness Index 2025

With support from:



Thailand

The Network Readiness Index (NRI) is one of the leading global indices on the application and impact of information and communication technology (ICT) in economies around the world. In its latest version of 2025 the NRI Report maps the network-based readiness landscape of 127 economies based on their performances in four different pillars: Technology, People, Governance, and Impact. Each of these pillars is itself comprised of three sub-pillars (see Figure 1) that have been populated by a total of 53 variables.

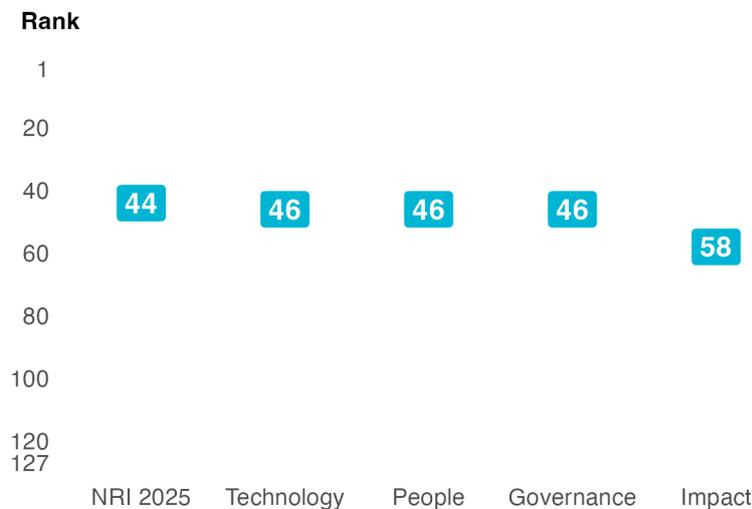
Figure 1: The NRI 2025 model



Global NRI position of Thailand

Thailand ranks 44 out of the 127 economies included in the NRI 2025 (Figure 2). Its main strength relates to Technology People and Governance. The greatest scope for improvement, meanwhile, concerns Impact.

Figure 2: Thailand global ranking, overall and by pillar



Performance at sub-pillar level

When it comes to sub-pillars, the strongest showings of Thailand relate to Individuals, Quality of Life and Inclusion, among others (Table 1). More could be done, though, to improve the economy's performances in the Economy, SDG Contribution and Businesses sub-pillars.

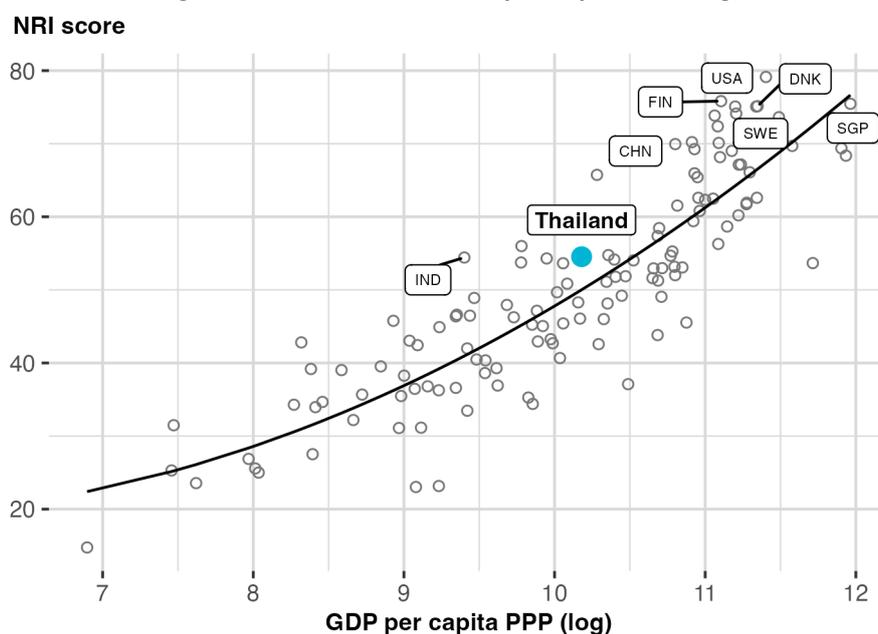
Table 1: Thailand rankings by sub-pillar

Sub-pillar	Rank	Sub-pillar	Rank
Individuals	13	Trust	51
Quality of Life	29	Content	59
Inclusion	35	Regulation	60
Access	36	Economy	68
Governments	40	SDG Contribution	89
Future Technologies	44	Businesses	103

NRI score and income

Figure 3 shows the position of Thailand in terms of both NRI score and GDP per capita (PPP). The trend line shows the expected NRI score given an economy's income level. As can be seen, Thailand is well above the trend line, which suggests that it has a greater network readiness than would be expected given its income level.

Figure 3: NRI score and GDP per capita PPP (log)



Note: USA = United States of America (rank: 1), FIN =Finland (rank: 2), SGP = Singapore (3), DNK =Denmark (4), SWE = Sweden (5), CHN =China (24), and IND = India (45).

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Performance against its income group and region

Upper-middle-income countries

Thailand is ranked 3rd in the group of upper-middle-income countries (Figure 4, left panel). In terms of pillar performance, it has a score higher than the income group average in each of the four pillars. At the sub-pillar level, it outperforms upper-middle-income countries in ten of the twelve sub-pillars: Access, Content, Future Technologies, Individuals, Governments, Trust, Regulation, Inclusion, Economy and Quality of Life.

Asia & Pacific

Thailand is ranked 10th within Asia & Pacific (Figure 4, right panel). It has a score above the regional average in one of the four pillars: Governance. With regard to sub-pillars, it outperforms the average in Asia & Pacific in seven of the twelve sub-pillars: Access, Individuals, Governments, Trust, Regulation, Inclusion and Quality of Life.

Figure 4: Performance of Thailand against its income group and region, overall and by pillar

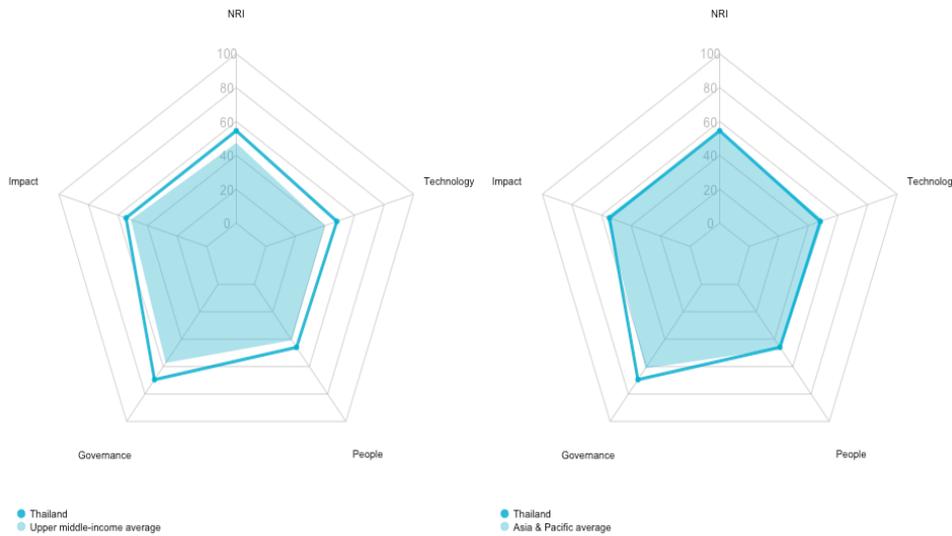


Table 2: Thailand scores vs. averages of its income group and region, overall and by pillar

Dimension	Thailand	Upper-middle-income countries	Asia & Pacific
NRI	54.54	47.32	53.68
Technology	48.07	39.95	50.06
People	45.92	40.75	46.80
Governance	69.55	57.29	61.33
Impact	54.61	51.31	56.53

NRI 2025 At-A-Glance: Thailand

Network Readiness Index

Rank: 44 (out of 127)

Score: 54.54

Pillar/sub-pillar	Rank	Score	Pillar/sub-pillar	Rank	Score
A. Technology pillar	46	48.07	C. Governance pillar	46	69.55
1st sub-pillar: Access	36	76.75	1st sub-pillar: Trust	51	68.72
2nd sub-pillar: Content	59	26.58	2nd sub-pillar: Regulation	60	63.56
3rd sub-pillar: Future Technologies	44	40.88	3rd sub-pillar: Inclusion	35	76.37
B. People pillar	46	45.92	D. Impact pillar	58	54.61
1st sub-pillar: Individuals	13	68.36	1st sub-pillar: Economy	68	31.34
2nd sub-pillar: Businesses	103	21.32	2nd sub-pillar: Quality of Life	29	76.38
3rd sub-pillar: Governments	40	48.09	3rd sub-pillar: SDG Contribution	89	56.12

The Network Readiness Index in detail

Indicator	Rank	Score	Indicator	Rank	Score
A. Technology pillar	46	48.07	C. Governance pillar	46	69.55
1st sub-pillar: Access	36	76.75	1st sub-pillar: Trust	51	68.72
1.1.1 Mobile tariffs	63	66.71	3.1.1 Secure Internet servers	60	64.86
1.1.2 Handset prices	81	52.46	3.1.2 Cybersecurity	21	99.06
1.1.3 FTTH/building Internet subscriptions	11	60.84	3.1.3 Online access to financial account	18	57.57
1.1.4 Population covered by at least a 3G mobile network	63	94.74	3.1.4 Internet shopping	41	53.40
1.1.5 International Internet bandwidth	10	85.83	2nd sub-pillar: Regulation	60	63.56
1.1.6 Internet access in schools	36	99.90	3.2.1 Regulatory quality	63	46.19
2nd sub-pillar: Content	59	26.58	3.2.2 ICT regulatory environment	53	76.88
1.2.1 GitHub commits	75	5.08	3.2.3 Regulation of emerging technologies	66	43.21
1.2.2 Internet domain registrations	71	2.87	3.2.4 E-commerce legislation	1	100.00
1.2.3 Mobile apps development	58	65.94	3.2.5 Privacy protection by law content	86	51.51
1.2.4 AI scientific publications	26	32.42	3rd sub-pillar: Inclusion	35	76.37
3rd sub-pillar: Future Technologies	44	40.88	3.3.1 E-Participation	42	73.91
1.3.1 Adoption of emerging technologies	28	77.07	3.3.2 Socioeconomic gap in use of digital payments	32	88.75
1.3.2 Investment in emerging technologies	37	54.50	3.3.3 Gender gap in Internet use	64	63.86
1.3.3 Robot density	32	7.54	3.3.4 Rural gap in use of digital payments	16	78.97
1.3.4 Computer software spending	38	24.43	D. Impact pillar	58	54.61
B. People pillar	46	45.92	1st sub-pillar: Economy	68	31.34
1st sub-pillar: Individuals	13	68.36	4.1.1 ICT patent applications	62	0.35
2.1.1 Mobile broadband internet traffic within the country	8	56.89	4.1.2 Domestic market scale	21	71.07
2.1.2 ICT skills in the education system	53	56.71	4.1.3 Technology-Enabled Work Flexibility	46	52.93
2.1.3 Use of virtual social networks	54	73.52	4.1.4 ICT services exports	122	1.02
2.1.4 Adult literacy rate	57	86.31	2nd sub-pillar: Quality of Life	29	76.38
2.1.5 AI talent concentration	n/a	n/a	4.2.1 Happiness	47	66.18
2nd sub-pillar: Businesses	103	21.32	4.2.2 Freedom to make life choices	19	88.93

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Indicator	Rank	Score	
2.2.1 Firms with website	80	40.01	
2.2.2 Number of venture capital deals invested in AI	90	0.79	○
2.2.3 Annual investment in telecommunication services	n/a	n/a	
2.2.4 Public cloud computing market scale	36	23.17	
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3rd sub-pillar: Governments	40	48.09	
2.3.1 Government online services	62	71.25	
2.3.2 Data Capabilities	27	53.44	
2.3.3 Government promotion of emerging technologies	37	49.49	
2.3.4 Gross expenditure on R&D	35	18.19	

Indicator	Rank	Score	
4.2.3 Income inequality	44	75.26	
4.2.4 Healthy life expectancy at birth	41	72.80	
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3rd sub-pillar: SDG Contribution	89	56.12	
4.3.1 SDG 3: Good Health and Well-Being	1	100.00	●
4.3.2 SDG 4: Quality Education	65	23.39	○
4.3.3 SDG 5: Women's economic opportunity	93	68.18	○
4.3.4 SDG 7: Affordable and Clean Energy	83	69.11	
4.3.5 SDG 11: Sustainable Cities and Communities	114	27.57	○

NOTE: ● indicates a strength and ○ indicates a weakness.

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