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Report Name: Thais Help Thais Subsidy Scheme Extended

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Report Highlights:

The Thai Cabinet approved a two-month extension of the “Thais Help Thais Plus: 60/40” co-payment scheme, which now gives each participant a one-time allowance to help with rising living and energy costs. Around one third of the Thai population participated in the first phase, and surveyed participants largely said the program eased their cost of living, though some regions noted that the assistance was insufficient. Thailand’s Ministry of Finance credits the initial phase with boosting GDP and expects the extension to add further growth.

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Extension Approval of Thais Help Thais Plus Scheme

On September 22, 2026, the Thai Cabinet approved an extension of the "Thais Help Thais Plus: 60/40" program and allocated 43 billion baht ($1.3 billion)[1] to fund it from October 1 through November 30. The additional funding will come from remaining funds allocated for relief measures under a broader 400 billion baht ($12.1 billion) borrowing plan.

Unlike the first phase (TH2026-0019) which provided a monthly allowance from June 1 to September 30, the extension provides a single 1,000-baht (~$30) allowance for the full two months. The extension aims to alleviate concerns over rising living costs and high energy prices, while the Ministry of Finance (MOF) also hopes to stimulate economic growth and achieve its forecast of 2.5 percent in 2026.

Under the program, the Thai government aims to cover 60 percent of eligible purchases (up to 200 baht or ~$6 per day), while the eligible participant pays the remining 40 percent.

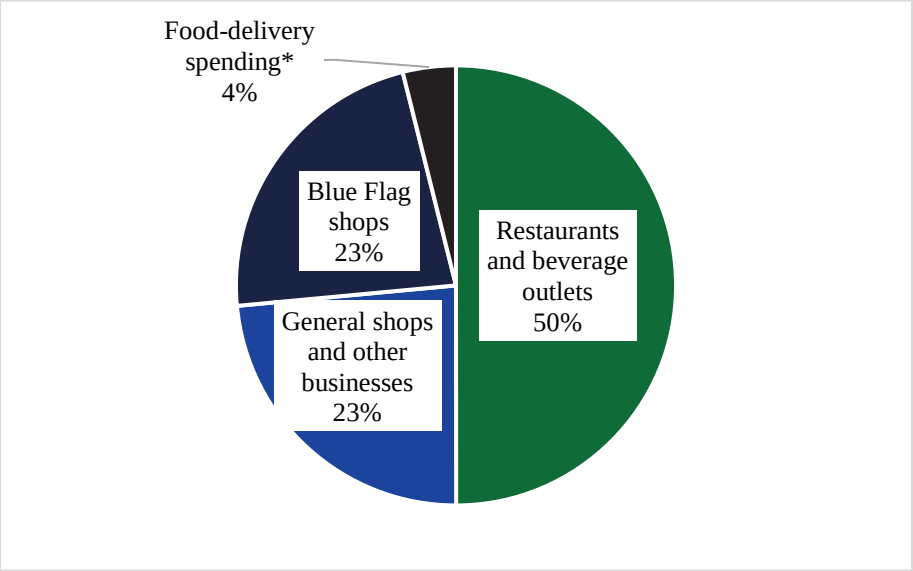
Feedback from Initial Thais Help Thais Scheme (June 1 – September 30, 2026)

The MOF reported that combined spending under the scheme, including government subsidies and participants' own payments, reached almost 172 billion baht (~$5.2 billion) after its 4-month run. MOF reported that over 26 million people had utilized the program since June 1, 2026. As the original program budget allowed for up to 30 million participants, the MOF allocated the leftover funds to the October-November program. Of the 26 million participants in the June-September phase, 18.9 million also utilized Thailand's 2025 *Khon La Khrueng* Plus subsidy program, through which the government covered 50 percent of eligible expense for registered participants.

The MOF reports that nearly 1.2 million merchants across the country participated in the June-September program. Some consumers have reportedly experienced price hikes at some local stores during the period.

[1] The value reflects the official monthly exchange rate published by the Bank of Thailand. The average exchange rate in September 2026 was $1=33.05 baht.

Figure 1. Thailand: Share of Public and Private Spending during the June-September Period of the Thais Help Thais Program



Source: Ministry of Finance, as of September 20, 2026
*Food-delivery spending started on June 15, 2026
Note: Blue Flag shops are discounted community stores, where holders of state welfare cards, which are subsidized by the government, can shop.

GrabFood, one of the four food delivery companies participating in the program, reported that more than 20 million orders through Thais Help Thais program were generated on its platform over the course of the June-September phase, helping participating restaurants to double their sales. GrabFood reported it will continue to participate in the program through the additional round.

A survey from King Prajadhipok's Institute indicated that 87.4 percent of the 2,000 survey participants felt that the scheme helped ease the cost of living some, while 10.5 percent reported that it provided little or almost no relief, and 2.1 percent had no opinion. Regional differences were also evident as respondents in Bangkok and the Northeast area mentioned the program was somewhat helpful but did not provide enough assistance. This suggests that differences in living costs, income and household spending may explain why the program’s perceived benefits vary across Thailand’s regions.

MOF estimated that the scheme's first phase stimulated GDP by 0.38–0.4 percent. It expects the extension to add another 0.1 percent.

Attachments:

No Attachments.