

Benefits of Buying Gold Jewelry from Thailand

1. High Gold Purity (23k-24k)

Thai gold is typically 96.5% pure (23k) or higher while Western jewelry is often 14k or 18k

2. Excellent Value for Money

Lower markups: reduced labor costs
Better craftsmanship-to-price ratios

3. Strong Resale & Investment Value

High purity and standardized baht-weight
Ease to sell or pawn globally, value during economic uncertainty

4. Beautiful, Unique Craftsmanship

Thailand's long tradition of handcrafted goldsmithing influenced by distinctive Thai styles

5. Customization & Artisan Access

Availability of custom-made pieces at reasonable prices

6. Tax & Duty Advantages (Depending on Country)

Low-duty thresholds for personal imports

7. Cultural and Spiritual Appeal

Incorporation of Buddhist, Hindu, or ancient symbols

8. Trusted Industry & Regulation

Origins & Evolution of the Gold Shop Industry in Thailand

1800s

1820s–1880s: Large waves of Chinese immigrants (mainly Teochew) arrive in Siam (Thailand)

Many Chinese settlers engage in trade and open small businesses. Including early forms of gold

Gold jewelry initially handcrafted and traded informally, often bartered or used as wealth storage among Chinese communities

Institutionalization & Pricing Evolution (1940s–1960s)

Post-WWII: Economic recovery and urban development increase demand for reliable savings—*ejold* becomes central

1963: Establishment of Gold Trade Association of Thailand to coordinate pricing, stabilize standards, and represent shop interests

Industry Expansion (1980s–1990s)

Gold becomes a mainstream investment in Thailand

Proliferation of shops across cities not just in Chinatown

Rise of Gold Shops (1900s)

Early 1900s: The first formal *gold shops (21unou)* begin appearing in Bangkok's Chinatown (Yaowarat Road), brought by Chinese-Thai families.

- Shops operated on trust and reputation—customers use gold as savings or collateral. Purity standards informally followed—in primarily 96.5% *gold (23k)*, which became the Thai standard.

1920s–30s: Gold jewelry and bars gain broader popularity among Thai society, especially as a dowry (*au saod*) and investment

1980s–1990s

Gold becomes a 'mainstream investment in Thai culture

Proliferation of shops across cities not just in Chinatown

Standardized design styles emerged (bracelets, rings, necklaces)

Family-owned businesses expand or franchise

2000s–Present

Online gold trading and real-time price updates become common. Thai gold shops maintain 96.5% purity, differing from Western 18k or 14k styles

ORIGINS OF THE THAI BAHT WEIGHT SYSTEM IN GOLD TRADING

BAHT as
Currency and
Weight Unit



Bullet coin
(‘pod duang)



Coin Used as
Standard Weight



1 BAHT
≈ 15.2 grams

Standardization
of Gold Trade

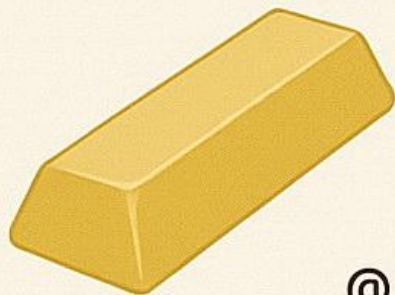


Pricing example:

1 BAHT =
15.244 g

×

Gold Price



1 BAHT =
15.244 g
@ 96,5% Purity