

How to Buy Gold in Thailand

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Overview

Buying gold in Thailand can feel hard at first. Maybe you've walked by a shiny gold shop in Bangkok and thought, "How do I even start?" The shops look busy, the signs use words you don't know, and the prices seem strange. It's easy to feel lost if you're new to this. But don't worry—this guide will make it simple for you.

This eBook is for people who are buying gold in Thailand for the first time. You might be a retiree who wants to save money in a smart way. Or maybe you're a worker thinking about investing in something safe. You could even be a tourist looking for a special keepsake to bring home. No matter who you are, this guide is here to help you buy gold without any stress.

Gold is a big deal in Thailand. People here love it because it's pretty, valuable, and part of their traditions—like using gold for weddings or as a gift. But the best part? Gold in Thailand costs less than in many other places, like the US or Europe. That makes it a great choice for anyone who wants to own gold. The tricky part is figuring out how to buy it without making mistakes.

In this guide, you'll learn everything you need to know to buy gold in Thailand with confidence. First, we'll explain why Thai gold is so affordable, so you understand why it's such a good deal. Then, we'll show you how gold is measured here—it's different from other countries, but we'll make it easy to understand. You'll also learn about the different types of gold you can buy, like bars, coins, or jewelry, and which one might be best for you.

We'll tell you the best places to buy gold in Thailand, so you don't get overcharged at tourist spots. You'll get five simple tips to make buying gold smooth and easy, like how to pay and what to bring to the shop. By the end, you'll feel ready to walk into a gold shop, pick what you want, and leave with a great deal.

This guide is all about helping you feel good about buying gold. Whether you're saving for the future, investing, or just getting something nice to wear, gold in Thailand is a smart choice. Let's get started with the basics, so you can buy gold without any worries.

Why Thai Gold is Affordable

Thai gold is a great deal—it costs less than gold in places like the US, Canada, or Europe. In those countries, shops add 5–10% extra on top of the gold price. In Thailand, they only add 1–2%. That can save you a lot of money! For example, if a piece of gold costs \$2,000, you might pay \$100–\$200 more in the US, but only \$20–\$40 more in Thailand.

Here are five reasons why Thai gold is so cheap.

1. **Purity:** Thailand makes a lot of its own gold. The gold here is 96.5% pure, which is a bit less than the 99.9% pure gold in other places. Because it's not as pure, it's cheaper to make, so you pay less for it. But don't worry—it's still very good quality and looks nice.
2. **Liquidity:** Lots of people in Thailand buy and sell gold. It's a big part of life here—people use gold for weddings, gifts, and saving money. Since so many people want gold, shops keep their prices low to get more customers.
3. **Regulation:** The Thai government makes sure gold shops are fair. A group called the Gold Traders Association sets rules so every shop shows the real price and purity. You always know what you're buying, and shops can't charge too much.
4. **Manufacturing Cost:** Making gold items in Thailand doesn't cost a lot. Workers here don't charge as much as in other countries. So, the extra fee for making gold bars or jewelry is small—usually 300 to 1,000 Baht per item.
5. **Labor Cost:** Thai gold shops don't spend much on their stores. They use simple tools like scales and calculators, and they don't have fancy decorations or big ads. They get customers by being trusted, not by spending a lot, so they can keep prices low for you.

Important Note: Thai gold is easy to sell in Thailand because everyone uses the 96.5% purity standard. But if you try to sell it in another country, it might be harder. Many places outside Thailand want 99% pure gold, so they might not pay as much for Thai gold.

Thai gold is a smart buy because it's good quality and costs less. Now that you know why it's affordable, let's learn how gold is measured in Thailand.

Understanding Thai Gold Measurements

When you go to a Thai gold shop, they use special words to talk about gold. It might seem tricky at first, but it's easy once you know the main terms. Here are the ones you'll hear most often, so you can order gold without any trouble.

- **1 Baht (บาท):** This is the main way shops measure gold. It's not the same as the Thai Baht money you use to pay. When you say, "I want 1 Baht of gold," the shop knows you mean a certain weight. They'll show you items like a 1 Baht bar or necklace.
- **1 Sà-lèung (สลึง):** This is smaller, and 4 Salung make 1 Baht. If you don't want a lot of gold, you can say, "I'll take 1 Salung necklace." It's good for small things like a ring or pendant.
- **25 Sà-tâng (สตางค์):** Some shops call gold weight "Satang," like how 100 Satang equals 1 Baht in money. So, 25 Satang is the same as 1 Salung. You can say, "Can I get 25 Satang of gold?" and they'll know you mean 1 Salung.
- **Khrùeng Sà-lèung (ครึ่งสลึง):** This is half of a Salung, so it's very small. You might hear, "This ring is ½ Salung," which means it's light. It's okay for tiny items, but it costs more per gram to make.

Here's a simple table to show the weights:

Baht	Sà-lèung	Sà-tâng	Weight	Pure Gold
1 Baht	4 Sà-lèung	100 Sà-tâng	15.244 grams	14.7105 grams
½ Baht	2 Sà-lèung	50 Sà-tâng	7.622 grams	7.3552 grams
¼ Baht	1 Sà-lèung	25 Sà-tâng	3.811 grams	3.6776 grams
⅛ Baht	Khrùeng Sà-lèung	12.5 Sà-tâng	1.9055 grams	1.8388 grams

These terms make it easy to pick what you want. For the best price, try to buy 1 Baht or more—smaller pieces like 1 Salung or ½ Salung have higher fees because they take more work to make. Now that you know how gold is measured, let's look at what kinds of gold you can buy.

What to Buy: Types of Thai Gold

Thai gold shops sell three main kinds of physical gold: bars, coins, and jewelry. Each one is good for different reasons. Let's look at what they are so you can pick the best one for you.

- **Gold Bars:** These are plain rectangles of gold, great for saving or investing. They have low extra fees—about 300 Baht for a 1 Baht (บาท) bar—so most of your money goes to the gold itself. If you want to save money for the future, a gold bar is a smart choice.
- **Gold Coins:** These have pretty designs, like pictures of Buddha. They cost a bit more than bars because of the design, but they still hold good value if you sell them later. They're a mix of saving and something nice to look at. You might like a coin if you want something special.
- **Gold Jewelry:** This includes necklaces, bracelets, or rings you can wear. They cost more to make, so the extra fee is around 800–1,000 Baht per piece. A 1 Sà-lèung (สลึง) necklace is very thin and can break easily, but a 1 Baht (บาท) necklace is stronger and good for daily wear. Jewelry is perfect if you want to look nice while keeping some gold.

If you want to save money, pick a gold bar. But if you want something to wear, jewelry is a great choice—just go for 1 Baht (บาท) or ½ Baht (2 Sà-lèung) so it's not too delicate.

Where to Buy: Picking a Gold Shop

To buy gold in Thailand, you want to go to shops you can trust. Here's a list of big and reputable gold shops that are safe for first-time buyers. These shops follow the rules, show clear prices, and won't trick you.

- **Hua Seng Heng:** One of the oldest gold shops in Thailand, around for over 70 years. They're known for fair prices and selling real gold, like 96.5% pure bars and jewelry. They have shops in Bangkok's Yaowarat (Chinatown) and Silom areas, plus other spots like The Mall Bangkok.
- **Tang Toh Kang:** Another old and trusted shop in Yaowarat, Bangkok. They've been around for a long time and are part of the Gold Traders Association, so you know they're honest. They're great for gold jewelry like necklaces.
- **MTS Gold:** A big company that's listed on the Thai Stock Market, which means they're very reputable. They sell gold bars and jewelry and have stores in Bangkok, like in Wongwian Yai, Central Pinklao, and Central Westgate.
- **YLG Bullion International:** They're a major gold trader with almost 40 years in the business. They sell gold bars and coins, often 99.9% pure, and are part of the Gold Traders Association. Their main office is in Bangkok, and they have an English website.
- **Ausiris Gold:** A trusted name for gold bars and jewelry, also part of the Gold Traders Association. They have a big shop in Yaowarat, Bangkok, and sell online too. They're known for clear pricing.
- **Liang Seng Heng:** A good shop on Sukhumvit Road in Bangkok, at the corner of Soi 10. They sell gold bars and jewelry at fair prices and are easy to reach by BTS train.
- **Thong Lo Goldsmith & Gems:** This shop is in the Thong Lor area of Bangkok, near the BTS station. They're trusted for gold jewelry and smaller gold items, perfect if you're in that part of town.
- **Chin Hua Heng Goldsmith:** A big shop in Yaowarat, Bangkok, run by the head of the Gold Traders Association. They're very reputable and have been around for years, selling gold bars and jewelry.

Stay away from shops in tourist spots like Khao San Road or airports—they often charge double the normal price. Also, avoid small shops that don't show clear prices on a board or screen. Stick to the trusted names above, and you'll get a fair deal.

How To Buy: Last Minute Tips

Here are five simple tips to make buying physical gold in Thailand easy.

- **Plan Your Budget:** Decide how much gold you want to buy before you go to the shop. Do you want 1 Baht (บาท) or ½ Baht (2 Sà-lèung (สลึง))? The shop staff will ask, “How many Baht?” so know what you can spend. This helps you pick the right gold without guessing.
- **Bring Cash:** Pay with cash to skip extra fees. Credit cards add 3–7% to your cost, which can be a lot. Get Thai Baht from a bank or a place like SuperRich for the best exchange rates. It’s cheaper this way!
- **Bring Your Passport:** Shops need to copy your passport because of rules against money laundering. Bring your real passport, not a photo—it takes just a minute. This rule is for everyone, even tourists.
- **Choose Trusted Shops:** Buy from good shops in places like Yaowarat or Silom. Avoid tourist spots like Khao San Road—they’ll charge you too much. Trusted shops show clear prices and won’t trick you.
- **Check and Keep Papers:** Make sure the gold has a 96.5% purity stamp and the weight matches what the staff says. They’ll weigh it in front of you. Keep your receipt to get a better price if you sell later.

Alternative Ways to Purchase Gold

You don't always have to go to a gold shop to buy gold in Thailand. There are other ways that can be easier, like buying online or saving up through a special account. Let's look at two options from Hua Seng Heng, a trusted gold shop in Thailand.

Buying Physical Gold Online

Hua Seng Heng has an online shop where you can buy physical gold bars or coins from home. They sell gold bars that are 96.5% pure, which is the Thai standard, and also 99.99% pure gold bars and coins. You can order through their website or the HSH Trade app. Here's how it works:

- Pick your gold item, like a 1 Baht (บาท) bar or a coin.
- Pay online using a bank transfer, credit card, or debit card—no extra fees for paying.
- They'll deliver the gold to your home, but there's an 800-Baht delivery fee.
- You'll need to show your ID, like a passport, to follow anti-money laundering rules. If it's your first time, they might limit how much you can buy.

This is a good option if you don't want to visit a busy shop like in Yaowarat. Just make sure you're okay with the delivery fee, which adds a bit to the cost.

Using a Gold Savings Account

Hua Seng Heng also has a gold savings account through their GOLD NOW app. This lets you save up for gold a little at a time without holding it yourself right away. Here's what you need to know:

- Download the GOLD NOW app from the App Store or Google Play.
- Sign up with your face scan for safety, and link it to a bank account, like Bangkok Bank, to pay easily.
- Start saving with just 1,000 Baht—that's a small amount, like ½ Sà-lèung (ครึ่งสลึง).
- You can add money anytime, or set it to take money from your account each month.
- When you save enough, you can trade your savings for real gold bars or coins at any Hua Seng Heng shop, or sell it for cash right away.

This is great if you want to start small and not deal with long lines at shops.

Reselling Thai Gold

If you decide to sell your gold later, there are a few things you should know to make it easy and get a good price.

Purity Difference

Thai gold is 96.5% pure, but many places outside Thailand want gold that's 99% pure or more. This can make it harder to sell Thai gold in other countries, especially if you're a tourist or expat leaving Thailand. Some shops might not take it, or they'll pay less because they need to purify it more.

Sell to the Same Shop

The best way to sell your gold is to go back to the shop where you bought it. They'll usually give you a better price because they know the gold and trust their own sales. For example, if you bought a 1 Baht (ทองคำ) bar from Hua Seng Heng, take it back there when you're ready to sell.

Keep Your Receipt

Make sure you keep the receipt from when you bought your gold. It shows where you got it and proves its quality, like the 96.5% purity stamp. Having the receipt can help you get a better deal when you sell, especially if you go back to the same shop.

Frequently Asked Questions

1. Why is gold cheaper in Thailand than in other countries?

Thai gold costs less because Thailand makes its own gold, so there's a lot of it. They use 96.5% pure gold, which is cheaper to process than 99.9% pure gold. Shops also have low costs for workers and don't spend much on fancy stores. Plus, the government keeps prices fair. You'll pay just 1–2% extra on the gold price, compared to 5–10% in places like the US or Europe.

2. What is the purity of Thai gold, and how does it compare to international standards?

Thai gold is 96.5% pure, which is 23 karat. That's a bit less pure than the international standard of 99.9% pure gold, often called 24 karat. Thai gold has a bright yellow color and is softer, but it's cheaper to buy because it takes less work to make.

3. How is gold measured and priced in Thailand?

Gold in Thailand is measured in Baht (บาท), but not the money kind! 1 Baht of gold weighs 15.244 grams. Shops show the price for 1 Baht of gold on a board, and it changes a few times a day. Smaller amounts are called Sà-lèung (สลึง) or Sà-tâng (สตางค์). For example, 1 Sà-lèung is 3.811 grams, and 25 Sà-tâng means the same thing.

4. Where are the best places to buy gold in Thailand?

The best places are trusted shops like Hua Seng Heng, Tang Toh Kang, MTS Gold, YLG Bullion, Ausiris Gold, Liang Seng Heng, Thong Lo Goldsmith & Gems, and Chin Hua Heng Goldsmith. Many are in Bangkok's Yaowarat area, but they have shops in other spots too, like Silom or Sukhumvit. Look for shops that are part of the Gold Traders Association—they're safe to use.

5. Can I trust gold shops in Thailand, or are there scams to watch out for?

Most gold shops in Thailand are honest, especially big ones like Hua Seng Heng. But you should be careful. Some small shops or street sellers might sell fake gold or charge too much. Always check the 96.5% purity stamp, and don't buy from places that don't show clear prices. Avoid tourist spots like Khao San Road—they often overcharge.

6. Do I need special papers to take gold out of Thailand?

You don't need special papers to take gold out of Thailand, but there are rules. You should declare your gold at the airport if it's worth a lot, or you might have to leave it with customs and pick it up when you come back. Some countries might charge taxes when you bring gold in, so check the rules where you're going. It's best to talk to a customs expert before you travel with gold.

7. How can I check the quality of gold when buying in Thailand?

Look for the 96.5% purity stamp on the gold—it's usually on the clasp of jewelry or the side of a bar. Trusted shops will weigh the gold in front of you, so you can see if it matches the stamp. Ask for a receipt that shows the weight and purity. If a shop won't show you these things, don't buy from them.

8. What types of gold should I buy in Thailand—bars, coins, or jewelry?

It depends on what you want. Gold bars are best for saving—they have low fees, around 300 Baht for a 1 Baht (บาท) bar. Gold coins have nice designs, like Buddha pictures, and still hold good value. Jewelry, like necklaces, costs more to make—about 800–1,000 Baht extra—but you can wear it. Pick bars to save money, or jewelry if you want to wear it, but get 1 Baht (บาท) or more so it's strong.

9. Why do Thai people buy so much gold, and how do they use it?

Thai people love gold because it means good luck and wealth. They buy it for weddings, gifts, and to save money, especially in villages. Instead of keeping cash, they get gold jewelry or bars since it keeps its value. They also wear big gold amulets to show status, and places like the Grand Palace in Bangkok have gold decorations to show how special it is.

10. Can I negotiate the price of gold in Thailand?

You can't negotiate the main gold price—it's set by the market and shown on a board. But you can sometimes negotiate the extra fee for making jewelry, called the making charge. Aim for 800–1,000 Baht per Baht (บาท) of jewelry, not 1,500 Baht. Shops like Hua Seng Heng might lower this fee if you ask nicely.

Need Help with Your Thailand Journey? Let's Talk!

I've been living and working in Thailand since 2013, so I know how things work here. I help people just like you make their Thailand dreams come true—whether you're moving here, starting a new business, or growing one you already have. I can guide you or connect you to my network of trusted experts to make things easier.

I can help if you are:

Relocating to Thailand

Moving to Thailand can be exciting but tough. You might worry about getting the right visa, finding a place to live, or understanding Thai rules. It's hard to know where to start, and things like language barriers can make it feel overwhelming. I can help you figure out the steps to settle in smoothly.

Starting a Business in Thailand

Opening a business here comes with hurdles. You'll need to deal with paperwork, like setting up a company or getting permits, which can be confusing. Hiring Thai workers and understanding local laws might also be tricky if you're new. I can point you in the right direction to get your business going without stress.

Expanding a Business in Thailand

Growing your business in Thailand has its own challenges. You might struggle to find the right Thai team, manage cultural differences, or handle bigger costs while keeping things running well. I can share tips or connect you with people who can help your business grow the smart way.

Let's chat about your goals! Book a free 15-minute discovery call with me to see if I can help.

[Book a Call](#)

Looking forward to hearing from you.

Scott



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