



Thailand Redraws the Rules for Postal and Parcel Delivery

The Digital Economy and Society (DES) Ministry is conducting a fresh review of the proposed draft amendment to the Postal Act after almost two years of drafting and public consultation. The existing Postal Act has been in force since 1934, while the postal and delivery market has since evolved into a competitive ecosystem involving Thailand Post, private parcel operators, logistics businesses and digital platforms. The latest review focuses on the proposed regulatory structure, the composition and authority of the regulator, and—most importantly—the legal classification of postal and delivery services. The Ministry aims to establish a clearer framework for bringing relevant operators into the regulatory system while strengthening competition and consumer protection.

Under the draft, a seven-member Postal Business Regulatory Commission would be established with powers to issue, suspend and revoke licences, register operators, prescribe service standards and consider consumer complaints. Operating without the required licence or registration could face fines ranging from THB 250,000 to THB 1 million. Thailand Post would initially retain responsibility for reserved postal services and universal basic services and receive an initial licence automatically before becoming subject to renewal requirements. The draft also contemplated a fund for universal postal services financed partly through licensing and registration fees, administrative fines and contributions from regulated operators, while Thailand Post's reserve and universal basic services would be exempt from the revenue-sharing requirement.

The renewed review appears to reflect a fundamental difficulty in applying a traditional postal law to a market whose boundaries have become increasingly blurred. Parcel delivery is no longer performed only by conventional postal businesses. E-commerce platforms may simultaneously operate marketplaces, logistics networks and delivery services, while app-based operators can connect merchants, drivers and consumers within the same ecosystem. The legal classification of these activities is therefore critical because it determines whether an operator must register, obtain a licence, pay regulatory fees, comply with prescribed service standards or face penalties. An overly broad definition could impose postal-style regulation on businesses whose principal

activities lie elsewhere, while an overly narrow definition could leave significant delivery operators outside the regulatory framework.

Fair competition between Thailand Post and private operators is another central issue. The DES Ministry has indicated that identical rules do not necessarily produce a level playing field where market participants have different public-service obligations or structural advantages. The revised framework must therefore balance Thailand Post's role in providing universal services with the need to avoid unnecessary competitive advantages over private businesses. Consumer choice is also becoming part of the regulatory debate, particularly where digital platforms integrate marketplace and delivery functions and may influence which delivery provider a customer can use.

From a legal and business perspective, the eventual amendment could reshape the compliance landscape for parcel delivery, logistics and platform businesses in Thailand. The key issue for operators will be where the final legislation draws the boundary between a regulated postal business, a parcel delivery provider and a digital platform offering delivery as part of a broader service. That classification could directly affect licensing, registration, fees, service standards and exposure to administrative penalties. Businesses operating across e-commerce and logistics should therefore monitor the revised draft closely and assess whether their existing operating models could fall within the new regulatory perimeter. For policymakers, the challenge will be modernising a law designed for the postal market of 1934 without imposing a framework that distorts competition in platform-driven delivery economy.

Should you have any question, please do not hesitate to contact us via info@bglballaw.com

