



**Euromonitor
International**

Writing Instruments in Thailand

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Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Mixed trends are witnessed seen in writing instruments in 2024
Aggressive and price-driven promotions help sustain sales, along with increased focus on store-based retail
Premium products remain niche in face of accelerated digitalisation

PROSPECTS AND OPPORTUNITIES

Further fragmentation possible for writing instruments in Thailand
Premiumisation and new product developments will support positive performance
Expanding e-commerce will boost overall category growth

CATEGORY DATA

- Table 1 - Sales of Writing Instruments by Category: Volume 2019-2024
- Table 2 - Sales of Writing Instruments by Category: Value 2019-2024
- Table 3 - Sales of Writing Instruments by Category: % Volume Growth 2019-2024
- Table 4 - Sales of Writing Instruments by Category: % Value Growth 2019-2024
- Table 5 - NBO Company Shares of Writing Instruments: % Value 2020-2024
- Table 6 - LBN Brand Shares of Writing Instruments: % Value 2021-2024
- Table 7 - Distribution of Writing Instruments by Format: % Value 2019-2024
- Table 8 - Forecast Sales of Writing Instruments by Category: Volume 2024-2029
- Table 9 - Forecast Sales of Writing Instruments by Category: Value 2024-2029
- Table 10 - Forecast Sales of Writing Instruments by Category: % Volume Growth 2024-2029
- Table 11 - Forecast Sales of Writing Instruments by Category: % Value Growth 2024-2029

Personal Accessories in Thailand - Industry Overview

EXECUTIVE SUMMARY

Personal accessories in 2024: The big picture
2024 key trends
Competitive landscape
Retailing developments
What next for personal accessories?

MARKET DATA

- Table 12 - Sales of Personal Accessories by Category: Volume 2019-2024
- Table 13 - Sales of Personal Accessories by Category: Value 2019-2024
- Table 14 - Sales of Personal Accessories by Category: % Volume Growth 2019-2024
- Table 15 - Sales of Personal Accessories by Category: % Value Growth 2019-2024
- Table 16 - NBO Company Shares of Personal Accessories: % Value 2020-2024
- Table 17 - LBN Brand Shares of Personal Accessories: % Value 2021-2024
- Table 18 - Distribution of Personal Accessories by Format: % Value 2019-2024
- Table 19 - Forecast Sales of Personal Accessories by Category: Volume 2024-2029
- Table 20 - Forecast Sales of Personal Accessories by Category: Value 2024-2029
- Table 21 - Forecast Sales of Personal Accessories by Category: % Volume Growth 2024-2029
- Table 22 - Forecast Sales of Personal Accessories by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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