



# Writing Instruments in Thailand

January 2024

Table of Contents

## Writing Instruments in Thailand - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Writing instruments continues to experience a positive performance  
Art-related writing instruments and premium products support overall positive demand  
Brands focus on developing physical stores amidst strategic repositioning

#### PROSPECTS AND OPPORTUNITIES

Players will battle for a bigger slice of the market  
E-commerce expected to support growth  
Continued fragmentation, with high availability of affordable and cheaper alternatives

#### CATEGORY DATA

Table 1 - Sales of Writing Instruments by Category: Volume 2018-2023  
Table 2 - Sales of Writing Instruments by Category: Value 2018-2023  
Table 3 - Sales of Writing Instruments by Category: % Volume Growth 2018-2023  
Table 4 - Sales of Writing Instruments by Category: % Value Growth 2018-2023  
Table 5 - NBO Company Shares of Writing Instruments: % Value 2019-2023  
Table 6 - LBN Brand Shares of Writing Instruments: % Value 2020-2023  
Table 7 - Distribution of Writing Instruments by Format: % Value 2018-2023  
Table 8 - Forecast Sales of Writing Instruments by Category: Volume 2023-2028  
Table 9 - Forecast Sales of Writing Instruments by Category: Value 2023-2028  
Table 10 - Forecast Sales of Writing Instruments by Category: % Volume Growth 2023-2028  
Table 11 - Forecast Sales of Writing Instruments by Category: % Value Growth 2023-2028

## Personal Accessories in Thailand - Industry Overview

### EXECUTIVE SUMMARY

Personal accessories in 2023: The big picture  
2023 key trends  
Competitive landscape  
Retailing developments  
What next for personal accessories?

#### MARKET DATA

Table 12 - Sales of Personal Accessories by Category: Volume 2018-2023  
Table 13 - Sales of Personal Accessories by Category: Value 2018-2023  
Table 14 - Sales of Personal Accessories by Category: % Volume Growth 2018-2023  
Table 15 - Sales of Personal Accessories by Category: % Value Growth 2018-2023  
Table 16 - NBO Company Shares of Personal Accessories: % Value 2019-2023  
Table 17 - LBN Brand Shares of Personal Accessories: % Value 2020-2023  
Table 18 - Distribution of Personal Accessories by Format: % Value 2018-2023  
Table 19 - Forecast Sales of Personal Accessories by Category: Volume 2023-2028  
Table 20 - Forecast Sales of Personal Accessories by Category: Value 2023-2028  
Table 21 - Forecast Sales of Personal Accessories by Category: % Volume Growth 2023-2028  
Table 22 - Forecast Sales of Personal Accessories by Category: % Value Growth 2023-2028

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### SOURCES

Summary 1 - Research Sources

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