

Jewellery in Thailand

Market Direction | 2022-11-15 | 19 pages | Euromonitor

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Report description:

One of the most important impacts of the Coronavirus (COVID-19) pandemic on Thai society during 2020 and 2021 was the increasing interest that consumers paid to the internet and digital communications. In particular, social media became an increasingly important way to stay in touch with the outside world among consumers practising social distancing and home seclusion. For owners of jewellery brands, this meant that it became increasingly important to communicate directly with consumers via soci...

Euromonitor International's Jewellery in Thailand report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2017-2021), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, distribution or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Costume Jewellery, Fine Jewellery.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Jewellery market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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Players continue to try to pique the interest of still cautious consumers

Use of brand ambassadors and influencers to refresh brand image

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