

Writing Instruments in Thailand

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

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Report description:

With the Coronavirus (COVID-19) pandemic having interrupted commercial activity in key sectors of the Thai economy during 2020 and large parts of 2021, many Thai consumers adopted a very careful approach to their spending. Companies in writing instruments suffered as a result. For example, DTC Industries announced a negative retail sales performance for its domestic ball point pen brand Lancer. The decrease in retail sales of Lancer, and other brands of writing instruments, during 2020 and 2021...

Euromonitor International's Writing Instruments 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: Colouring, Markers and Highlighters, Pencils, Pens, Writing Accessories.

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

Why buy this report?

- * Get a detailed picture of the Writing Instruments 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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The demand for writing instruments improves as pandemic measures ease

Aggressive and innovative promotional campaigns continue to boost sales of writing instruments

Retailers and players look to a more integrated approach to distribution and communication

PROSPECTS AND OPPORTUNITIES

Innovation and limited editions set to continue to foster interest in writing instruments

Players are required to keep pace with changing lifestyles to maintain relevance and interest

A more integrated approach to retailing is set to be consolidated in writing instruments

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