

Writing Instruments in Thailand

January 2024

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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

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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

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