

# Luxury Writing Instruments and Stationery in Thailand

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## Abstracts

The demand for luxury writing instruments and stationery weakened during the pandemic. People reduced their purchases on products that were perceived as non-essential. As a consequence of social distancing measures, people were banned from gathering and celebrating in large numbers. As they were unable to meet up to celebrate special occasions with their families and friends, demand fell away for the purchase of luxury writing instruments and stationery for the purpose of gift giving.

Euromonitor International's Luxury Writing Instruments and Stationery in Thailand report offers a comprehensive guide to the size and shape of the Luxury Writing Instruments and Stationery market at a national level. It provides the latest retail sales data, 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 and their effects on Luxury Writing Instruments and Stationery retailing along with the development of consumers' shopping patterns. Forecasts to 2025 illustrate how the market is set to change

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

### Why buy this report?

Get a detailed picture of the Luxury Writing Instruments and Stationery 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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Launch of limited editions stimulates consumer interest during the pandemic

Growing use of digital devices poses threat to luxury writing instruments and stationery

#### PROSPECTS AND OPPORTUNITIES

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