



Writing Instruments in Thailand

March 2026

Table of Contents

Writing Instruments in Thailand - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Premiumisation adds value amid flat volume growth

Chart 1 - Key Trends 2025

INDUSTRY PERFORMANCE

Premium and mass segments polarise writing instruments

Digital disruption reshape market dynamics

Chart 2 - E-commerce Dominance: Digital Sales and Price Wars Define Writing Instruments

WHAT'S NEXT?

Sustainability expected to drive future sales

Pens to remain largest category despite digitalisation

Innovation and e-commerce expansion expected to drive growth

COMPETITIVE LANDSCAPE

Global giants and local leaders drive market dynamics

Strategic shifts and innovation opportunities

CHANNELS

Offline retail channels lead, e-commerce grows rapidly

PRODUCTS

Premiumisation and drive innovation through aesthetic releases

Chart 3 - Market Shows Demand Between Affluent Demand for Premium and Value-Driven Purchasing

COUNTRY REPORTS DISCLAIMER

[Personal Accessories in Thailand - Industry Overview](#)

EXECUTIVE SUMMARY

Luxury and value drive growth

KEY DATA FINDINGS

Chart 4 - Key Trends 2025

INDUSTRY PERFORMANCE

Luxury and value polarisation drives growth

Chart 5 - Luxury and Value Polarisation Drives Thai Growth in Personal Accessories

Traditional and connected watches lead sales

Resale and rental boom among young Thai consumers

Chart 6 - Resale and Rental Boom Among Price-Sensitive Millennials and Gen Z

WHAT'S NEXT?

Gen Z and circular consumption set to drive future growth

Premiumisation key to future growth in personal accessories

Chart 7 - Analyst Insight

Digital-driven engagement to shape industry future

Sustainability to gain in importance across personal accessories

COMPETITIVE LANDSCAPE

Luxury giants and local brands shape competitive landscape

CHANNELS

Omnichannel retailing boosts sales of luxury personal accessories

Luxury brands adopt omnichannel strategies to maintain trust and prestige

ECONOMIC CONTEXT

Chart 8 - Real GDP Growth and Inflation 2020-2030

Chart 9 - PEST Analysis in Thailand 2025

CONSUMER CONTEXT

Chart 10 - Key Insights on Consumers in Thailand 2025

Chart 11 - Consumer Landscape in Thailand 2025

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/writing-instruments-in-thailand/report.