# คู่มือวิธีการใช้งานฐานข้อมูลออนไลน์

- Global Market Information Database (GMID)
- World Global Style Network (WGSN)
   Insight / Fashion
- Stash media



# Global Market Information Database <u>(GMID)</u>





# วิธีการสืบค้น

- Search by Keyword
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# Search by Keyword

## พิมพ์คำค้นที่ต้องการในช่องสืบค้น สามารถเลือกรูปแบบข้อมูลเป็นบทวิเคราะห์ หรือข้อมูลสถิติ

				Α	About Euromonitor Help Guide and Videos Update Schedule API
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Featured	l Insights				SEARCH ALL CATEGORIES
Sta	aple Foods 20	23 Edition Now I	ive on		60
Pa	SSPOrt 124 oct 2022				DASHBOARDS — Visualise trends, forecasts and macroeconomic scenarios using interactive dashboards. GO
What's I Catch uj	vew	hes.		60	COMPANIES — Find data, analysis and dashboards for companies. GO

### ้ ตัวอย่าง เลือกรูปแบบข้อมูลเป็นบทวิเคราะห์ โดยพิมพ์คำค้น "Packaging in Thailand"

Passport		Analysis 🗸 packaging in thailand	Q GO		
	ANALYSIS	· · · · · · · · · · · · · · · · · · ·			
	Country Report	Dairy Packaging in Thailand Country Report I 18 Aug 2022 Read more	Country Report	Dog and Cat Food Packaging in Thailand Country Report 127 Sep 2022 Read more	Ŧ
	Country Report	Alcoholic Drinks Packaging in Thailand Country Report I 11 Oct 2022 Read more	Country Report	Sweet Spreads Packaging in Thailand Country Report 118 Aug 2022 Read more	0
	Country Report	Sauces, Dressings and Condiments Packaging in Thailand Country Report I 18 Aug 2022 Read more	Country Report	Processed Meat and Seafood Packaging in Thailand Country Report I 18 Aug 2022 Read more	s
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What Cate	it's New	oduct updates and launches.		COMPANIES Find data, analysis and dashboards for companies.	60

### ้ ตัวอย่าง เมื่อเลือกบทวิเคราะห์ที่ต้องการ สามารถอ่านบทความ หรือเลือก download บทความเป็นไฟล์ PDF

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	INDUSTRIES	ECONOMIES	CONSUMERS	CHANNELS	SUSTAINABILITY			
D ci	Dairy Packaging in Thailar OUNTRY REPORT LAUG 2022 ANALYSIS	d						
Lable Relate Relate Relate	Contents Co	DATA FINDINGS i packaging retail volumes increase by 5% er-based containers is the best performing mes increasing by 8% to 18 million units I packaging retail volumes are set to rise a on units DEVELOPMENTS nd to growth in packaging volumes in mos	in 2021 to 8.7 billion units pack type in 2021, with total packaging re t a CAGR of 3% over the forecast period to t pack types, but not to pre-pandemic lev	tail 9 10				
More f	Belated Items     Dairy     2020.     In this     Discrete all themes     they r     packa     preas     contai     contin     packa	sackaging volumes witnessed a notable dec In 2021 retail sales continued to be impact year. As such, although dairy packaging vol mained below pre-pandemic levels. In 2021 ging volumes, which helped drive growth in s, after a year of storng decline, the reboun ners and flexible aluminium/plastic over 202 ued declines which were often nothing to d uation of the move to brick fluguic actorons w ging, as despite being recyclable, glass is ho	line after the onset of the COVID-19 pande d by the third wave of COVID-19 which hit umes saw a rebound to growth over 2020- 0-2021 all dialy categories returned to grow certain pack types. For instance, in butter = d in sales drove growth for thin wall plastic to-2021. However, some pack types suffere o with the pandemic. In milk alternatives, a seen, leading to decline for glass bottle eavy to transport, and also fragile.	mic in Thailand 2021, Vth in and				
	Drinki Some traditi to moi such a is the due to increa	ng milk products returns to growth, driving retail channels showed signs of recovery in onal grocery retailers, which had benefited f fern grocery retailers such as hypermarkets s drinking milk products in 2021. For examp anin pack type used for drinking milk produ the initial pandemic impact, but recovered to singly considered essential products.	an increase for brick liquid cartons 2021, as consumers gradually shifted back rom their close proximity to local neighbou. This helped support the recovery of cate (e, packaging volumes of brick liquid cartor cis in Thailand, declined notaby over 2019 to a large extent over 2020-2021 as these	from rhoods, ories s, which -2020 are				

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### **Dairy Packaging in Thailand**

Euromonitor International August 2022 DAIRY PACKAGING IN THAILAND

Passport I

### LIST OF CONTENTS AND TABLES

KEY DATA FINDINGS 1
2021 DEVELOPMENTS
Rebound to growth in packaging volumes in most pack types, but not to pre-pandemic level . 1
Drinking milk products returns to growth, driving an increase for brick liquid cartons
Metal food cans continues to struggle in condensed milk
PROSPECTS AND OPPORTUNITIES
Metal packaging volumes set to decline, as this pack type is replaced with others
Fresh milk will drive growth in volumes of gable top liquid cartons and HDPE bottles

O Euromonitor international

### ัวอย่าง เลือกรูปแบบข้อมูลเป็นสถิติ โดยพิมพ์คำค้น "Packaging in Thailand"

### A Passport

stics V packaging in thailand

#### STATISTICS

#### MARKET SIZES

Organic Packaged Food in Thailand HW Packaged Food in Thailand HW Packaged Food by Type in Thailand Fortified/Functional Packaged Food in Thailand Naturally Healthy Packaged Food in Thailand Better For You Packaged Food in Thailand Weight Management - Packaged Food in Thailand Digestive Health - Packaged Food in Thailand Cardiovascular Health - Packaged Food in Thailand

COMPANY SHARES

Organic Packaged Food in Thailand HW Packaged Food in Thailand HW Packaged Food by Type in Thailand Fortified/Functional Packaged Food in Thailand Naturally Healthy Packaged Food in Thailand General Wellbeing - Packaged Food in Thailand Better For You Packaged Food in Thailand Weight Management - Packaged Food in Thailand Digestive Health - Packaged Food in Thailand

#### BRAND SHARES

Organic Packaged Food in Thailand HW Packaged Food in Thailand HW Packaged Food by Type in Thailand Fortified/Functional Packaged Food in Thailand Naturally Healthy Packaged Food in Thailand General Wellbeing - Packaged Food in Thailand Better For You Packaged Food in Thailand Weight Management - Packaged Food in Thailand Digestive Health - Packaged Food in Thailand

#### **RETAIL CHANNELS**

Organic Packaged Food in Thailand Fortified/Functional Packaged Food in Thailand Naturally Healthy Packaged Food in Thailand Better For You Packaged Food in Thailand

#### VIEW ALL RESULTS

Beauty From Within - Packaged Food Thailand HW Packaged Food by Type Thailand

VIEW FULL DATA SET

### ตัวอย่าง ผลการสืบค้นแสดงข้อมูลสถิติ packaging ในประเทศไทย โดยแสดงผลข้อมูลเป็นแบบรายปี

🏘 Passport			All 🗸						Q GO						
	INDU	JSTRIES	ECONOMIES	CONSUMERS		CHANNE	LS		SUSTAIN	ABILITY					
SEARCH RESULTS / Brand Shares () How do keyword search results differ from tree search results?															
Global - Historical I % breakdown Category Definitions   Region Definitions   Calculation Variables															
	CONVERT DATA + CHA	NGE SHARE TYPES 🛩 🛛 2	GROUP SUM 💙 2016 💙 2021 💙	APPLY )				MODIFY SEAR	<del>сн +</del> в	± 5					
Geography 🖓	Category		Ŷ	Company Name (GBO)	Y	Data Type	7	2016 7	2017 🏹	2018	7 2019	Y	2020 🏾	2021	Y
Thailand	Better For You Packaged Food	Dutchie (Dutch Mi	I Co Ltd)	Dutch Mill Co Ltd		Retail Value RSP		15.3	15.5	1	5.0	16.5	16.3		16.1
Thailand	Better For You Packaged Food	Meiji (Meiji Holdin	gs Co Ltd)	Meiji Holdings Co Ltd		Retail Value RSP		15.1	15.0	1	5.1	15.2	14.9		14.6
Thailand	Better For You Packaged Food	Halls (Mondelez In	iternational Inc)	Mondelez International Inc		Retail Value RSP		9.9	10.5	1	.8	11.4	12.8		13.2
Thailand	Better For You Packaged Food	Ayam (Denis Frère	is SA)	Denis Frères SA		Retail Value RSP		6.1	6.0		5.0	6.0	6.5		6.5
Thailand	Better For You Packaged Food	Botan (Osotspa Co	o Ltd)	Osotspa Co Ltd		Retail Value RSP		3.5	3.5		3.4	3.3	3.2		3.2
Thailand	Better For You Packaged Food	Carnation (Nestlé	SA)	Nestlé SA		Retail Value RSP		2.7	2.7		2.8	2.9	3.0		2.9
Thailand	Better For You Packaged Food	Best Foods/Hellm	ann's (Unilever Group)	Unilever Group		Retail Value RSP		2.4	2.3		2.3	2.4	2.8		2.5
Thailand	Better For You Packaged Food	Smucker's (JM Sm	ucker Co, The)	JM Smucker Co, The		Retail Value RSP		0.7	0.7		0.7	0.7	0.9		0.7
Thailand	Better For You Packaged Food	Orchid (Mali Group	o 1962 Co Ltd)	Mali Group 1962 Co Ltd		Retail Value RSP		0.4	0.4		).4	0.5	0.5		0.4
Thailand	Better For You Packaged Food	Lay's (PepsiCo Inc	)	PepsiCo Inc		Retail Value RSP		0.3	0.3		0.3	0.3	0.4		0.4
Thailand	Better For You Packaged Food	Birdwings (Mali Gr	oup 1962 Co Ltd)	Mali Group 1962 Co Ltd		Retail Value RSP		0.3	0.3		).3	0.3	0.3		0.3
Thailand	Better For You Packaged Food	Heinz (Kraft Heinz	Co)	Kraft Heinz Co		Retail Value RSP		0.2	0.2		0.2	0.2	0.2		0.3
Thailand	Better For You Packaged Food	Dutch Mill (Dutch	Mill Co Ltd)	Dutch Mill Co Ltd		Retail Value RSP		0.2	0.2		0.2	0.2	0.2		0.2
Thailand	Better For You Packaged Food	Healthy Mate (San	npran Food Co Ltd)	Sampran Food Co Ltd		Retail Value RSP		0.2	0.2		0.2	0.2	0.2		0.2
Thailand	Better For You Packaged Food	Birdwings (Thai D	airy Industry Co Ltd)	Thai Dairy Industry Co Ltd		Retail Value RSP		-	-		-	-	-		-
Thailand	Better For You Packaged Food	Heinz (Heinz Co, H	(CF	Heinz Co, HJ		Retail Value RSP			21		141	5	2		-
Thailand	Better For You Packaged Food	Orchid (Thai Dairy	Industry Co Ltd)	Thai Dairy Industry Co Ltd		Retail Value RSP		-	-		-	-	-		-
Thailand	Better For You Packaged Food	Smint (Perfetti Var	Melle Group)	Perfetti Van Melle Group		Retail Value RSP		1	2		1922	0	2		-

# Quick Search เลือกหัวข้อ ประเภทของข้อมูลที่ต้องการ จากหน้าแรกของฐานข้อมูล



## ตัวอย่าง เลือกสืบค้นจาก Categories / เลือกหมวด Closures (วัสดุปิดบรรจุภัณฑ์) /คลิก GO



# ตัวอย่าง จากนั้นเลือกวัสดุปิดบรรจุภัณฑ์ประเภทต่างๆ เช่น Lotion Pumps /คลิก Next

Assport	1	All 🗸			Q GO
	INDUSTRIES	ECONOMIES	CONSUMERS	CHANNELS	SUSTAINABILITY
	⊘ SELECT CLOSURE TYPE (1) ② SEL	ECT CATEGORIES (0) ③ SELECT	GEOGRAPHIES (0)		SEARCH >
4	Colorion pumps				CLEAR ALL
	Total Closures				
	Aerosol Sprays				
	Beverage Flip-Top				
	Beverage Push-Pull				
	Child-Resistant Closures				
	Corks				
	Easy-Open Can Ends				
	Glass Stoppers				
	Liquid Carton Closures				
	Lotion Pumps				

## ้ตัวอย่าง จากนั้นเลือกประเภทอุตสาหกรรม เช่น Beauty and Personal Care Packaging /คลิก Next

Nassport		All 🗸			Q GO
	INDUSTRIES	ECONOMIES	CONSUMERS	CHANNELS	SUSTAINABILITY
	⊘ SELECT CLOSURE TYPE (1) ⊘ SEL	ECT CATEGORIES (2) 3 SELEC	T GEOGRAPHIES (0)		SEARCH >
	(S hair care packaging) (S beaut				CLEAR ALL
[	Find a Specific Category		Q	Select category and all subcategories to view entire hierarchy	Select only lowest level categories
	⊖ B2B				
	Packaging				t <del>an</del>
1	🕀 🔳 Beauty and Persona	I Care Packaging			
	😑 📃 Beverages Packagi	ng			0
	🕀 🗌 Soft Drinks Pac	kaging			0
	😑 📃 Home Care Packag	ng			
-	Air Care				٥
	Dishwashing				0
	Laundry Care				0

# ตัวอย่าง จากนั้นเลือกทวีป หรือเลือกประเทศ เช่น Thailand /คลิก Search

Assport Passport		All 🗸			Q GO
	INDUSTRIES	ECONOMIES	CONSUMERS	CHANNELS	SUSTAINABILITY
	⊘ SELECT CLOSURE TYPE (1) ⊘ SELI		GEOGRAPHIES (1)		2 SEARCH >
	© thailand				CLEAR ALL
	Find a Specific Geography		Q		GEOGRAPHIES
	World     Asia Pacific				E
	China				
	Hong Kong, China				
	🗌 India				
	Indonesia				
	Japan				
	Malaysia				
	Philippines				
	Singapore				
	South Korea				
	Taiwan				
1	Thailand				

### ตัวอย่าง แสดงผลการสืบค้น 2 รูปแบบ คือ ข้อมูลสถิติ และบทวิเคราะห์

🍫 Passport		All 🗸			Q GO			
	INDUSTRIES	ECONOMIES	CONSUMERS	CHANNELS	SUSTAINABILITY			
	You searched for: CLOSURE TYPES (1): Lotion Pumps CATEGORIES AND TOPICS (2): Hair Care F GEOGRAPHIES (1): Thailand	Packaging, Beauty and Personal Care Packa	iging		MODIFY SEARCH			
	STATISTICS	ANALYSIS						
RE	EFINE YOUR SEARCH							
	GEOGRAPHIES V	CLOSURES	iros bu tupo					
	CATEGORIES AND TOPICS	Reauty and Personal Care Packa	aring Thailand					
	CLOSURE TYPES	Hair Care Packaging Thailand						
		VIEW FULL DATA SET						

## ตัวอย่าง เลือก Statistics / คลิก View full data set เพื่อให้แสดงผลข้อมูลสถิติ

nt Passport		All 🗸	Q GO	ξ GO		
	INDUSTRIES	ECONOMIES	CONSUMERS	CHANNELS	SUSTAINABILITY	
	You searched for: CLOSURE TYPES (1): Lotion Pumps CATEGORIES AND TOPICS (2): Hair Care P GEOGRAPHIES (1): Thailand	ackaging, Beauty and Personal Care Packa	aging		MODIFY SEARCH	]
	STATISTICS	ANALYSIS				
RE	FINE YOUR SEARCH					
	GEOGRAPHIES V	CLOSURES Volume sales of packaging close				
	CATEGORIES AND TOPICS	Beauty and Personal Care Packa	aging Thailand			
	CLOSURE TYPES Y	Hair Care Packaging Thailand				
		VIEW FULL DATA SET				

## ตัวอย่าง ผลการสืบค้นแสดงข้อมูลสถิติ Closures ในประเทศไทย เป็นแบบรายปี

🌸 Passport		A	u v					Q G	0			
		INDUSTRIES	ECONOMIES	CON	SUMERS	CHAN	NELS	SUS	TAINABILITY			
search results / Closures												
		Historical		Category	Definitions   Region Defi	nitions I Closur	e Definitions I P	ack Type Definition	ns I Calculation	Variables		
		CONVERT DATA + 2016 ~ 2021 ~ AF	PLY >			CHANGE STATS TY	PE 🖌 MODE	Y SEARCH +	<i>°</i> ± 5	☆		
Stats Type 🛛 🏹	Geography Y	Category		Pack Type 7	Data Type 🛛 🏹	Unit 🖓	2016 🏾 🏹	2017 🏹	2018 🖓	2019 🏹	2020 🏹	2021 🏾 🏹
0004	Thailand	Beauty and Personal Care Packaging	Lotion Pumps	Total Packaging	Retail/off-trade Unit Volume	million units	56.4	61.2	64.3	66.7	69.0	75.7
000th	Thailand	Beauty and Personal Care Packaging	Lotion Pumps	Glass	Retail/off-trade Unit Volume	million units	0.7	0.8	0.8	0.9	0.8	0.8
0004	Thailand	Beauty and Personal Care Packaging	Lotion Pumps	Glass Bottles	Retail/off-trade Unit Volume	million units	0.7	0.8	0.8	0.9	0.8	0.8
000th	Thailand	Beauty and Personal Care Packaging	Lotion Pumps	Rigid Plastic	Retail/off-trade Unit Volume	million units	61.5	66.6	69.8	72.5	75.1	82.0
0004	Thailand	Beauty and Personal Care Packaging	Lotion Pumps	HDPE Bottles	Retail/off-trade Unit Volume	million units	45.3	49.7	52.4	54.7	56.9	62.7
000th	Thailand	Beauty and Personal Care Packaging	Lotion Pumps	PET Bottles	Retail/off-trade Unit Volume	million units	6.0	6.2	6.4	6.4	6.6	7.2
0004	Thailand	Beauty and Personal Care Packaging	Lotion Pumps	Squeezable Plastic Tubes	Retail/off-trade Unit Volume	million units	0.0	0.0	0.0	0.0	0.0	0.0
000th	Thailand	Beauty and Personal Care Packaging	Lotion Pumps	Other Plastic Bottles	Retail/off-trade Unit Volume	million units	0.1	0.1	0.1	0.1	0.1	0.2
0004	Thailand	Beauty and Personal Care Packaging	Lotion Pumps	Other Rigid Containers	Retail/off-trade Unit Volume	million units	4.2	4.4	4.5	4.5	4.5	4.7
000	Thailand	Hair Care Packaging	Lotion Pumps	Total Packaging	Retail/off-trade Unit Volume	million units	22.8	23.7	24.4	24.9	25.4	27.8
000	Thailand	Hair Care Packaging	Lotion Pumps	Rigid Plastic	Retail/off-trade Unit Volume	million units	22.8	23.7	24.4	24.9	25.4	27.8
000	Thailand	Hair Care Packaging	Lotion Pumps	HDPE Bottles	Retail/off-trade Unit Volume	million units	22.8	23.7	24.4	24.9	25.4	27.8

Research Sources:

1. Packaging - Beauty and Personal Care: Euromonitor from trade sources/national statistics

### ตัวอย่าง เลือก Analysis / เลือกบทวิเคราะห์ที่ต้องการ



### ้ ตัวอย่าง เมื่อเลือกบทวิเคราะห์ที่ต้องการ สามารถอ่านบทความ หรือเลือก download บทความเป็นไฟล์ PDF

Nassport		All V			Q GO				
	INDUSTRIES	ECONOMIES	CONSUMERS	CHANNELS	SUSTAINABILITY				
	BACK TO RESULTS / Beauty and Personal Co COUNTRY REPORT I JUL 2022	are Packaging in Thailand							
	Ack To Results	KEY DATA FINDINGS         • Total packaging retail volumes grow by 6% in 2021 to 2.4 billion units         • Paper-based containers is the best performing pack type in 2021, with total packaging retail volumes growing by 8% to 670 million units         • Total packaging retail volumes are set to increase at a CAGR of 5% over the forecast period to 3.1 billion units <b>DOIDEVELOPMENTS</b> Skin care sees rising packaging volumes as consumers nourish their skin         Packaging volumes of flexible aluminium/plastic, glass bottles, HDPE bottles, metal tins, PET bottles, speciality cosmetic containers and squeezable plastic tubes used for skin care products increased over 2022-2021. Consumers continued to indugie in DV Skin care routines in 2021. This then d picked up after the outbreak of COVID-91 no 2020, as consumers placed more importance on nourishing their skin than on wearing make-up, diving growth in the category and the associated packaging thue was biodegradable. For instance, vess Rocher lauched anti-ageing creams packaged in 100% recyclable glass bottles, and boxes made from recycled paper sourced from sustainably-grown forests. In addition, In 2021 Apt Reauty-Home, a Thaliand-based packaging freedomered burby Lie, B R2 cap and tube combination that is 100%.							

### ตัวอย่าง เลือก Dashboards /คลิก GO



### ตัวอย่าง เลือกหมวดหมู่ตามกลุ่มอุตสาหกรรม หรือเลือกจาก Industry Overviews



## ตัวอย่าง ผลการสืบค้นแสดงข้อมูลเป็น Dashboard หรือข้อมูลในรูปแบบ Interactive



Browse ค้นหาข้อมูลโดยเลือกจากประเภทสินค้า กลุ่มอุตสาหกรรม, เศรษฐศาสตร์, พฤติกรรมผู้บริโภค เป็นต้น

หลังจากนั้นก็สามารถเลือกดูข้อมูลเป็นสถิติ หรือบทวิเคราะห์ได้ตามเรื่องที่สนใจ





### Definitions คือคำอธิบายหมวดหมูต่างๆในฐานข้อมูล เพื่อให้เข้าใจประเภทของสินค้า กลุ่มอุตสาหกรรมต่างๆ



### 

- Alcoholic Drinks

Category Definitions

Project Definitions

Apparel and Footwear

Consumer Appliances

Consumer Electronics

+ Consumer Foodservice

Consumer Finance

E Consumer Health

Meals

Consumer Lifestyles

 Dairy Products and Alternatives

Digital Consumer

Cooking Ingredients and

Economies & Consumers

Region Definitions

Volume Definitions

Beauty and Personal Care

Distribution Definitions

#### CATEGORY DEFINITIONS

#### Alcoholic Drinks

Alcoholic drinks is the aggregation of beer, wine, spirits, cider/perry and RTDs.

#### Beer

An alcoholic drink usually brewed from malt, sugar, hops and water and fermented with yeast. Some beers are made by fermenting a cereal, especially barley, and therefore not flavoured by hops. Alcohol content for beer is varied – anything up to and over 14% ABV (alcohol by volume), although 3.5% to 5% is most common. Beer is the aggregation of lager, dark beer, stout and non/low alcohol beer.

#### Cider/Perry

Cider is made from fermented apple juice while perry is made from fermented pear juice. Both artisanal and industrial cider/perry are included.

#### RTDs

RTD stands for 'ready-to-drink'. Other terms which may be used for these products are FABs, alcopops and premixes. The RTDs sector is the aggregation of malt-, wine-, spirit- and other types of premixed drinks. These drinks usually have an alcohol content of around 5% but this can reach as high as 10% ABV. Premixes containing a high percentage of alcohol of around 15%+ combined with juice or any other soft drink are included here. RTDs are usually marketed as products to be drunk neat, with ice, or as a cocktail ingredient. Fruit-flavoured, vodka-based spirits with an alcohol content of between 16-21% are classified here. Examples: Alizé, Ursus Roter, Berentzen Fruichtige, Kleiner Feiding.

#### Spirits

This is the aggregation of whisk(e)y, brandy and Cognac, white spirits, rum, tequila, liqueurs and other spirits.

#### Wine

This is the aggregation of still and sparkling light grape wines, fortified wine and vermouth and non-grape wine. In terms of alcohol content, light wine usually falls into the 8-14%, ABV bracket while fortified wine ranges from 14-23% ABV. Low and non-alcoholic wine is also included in the data (attributed to each sector as appropriate).

Return to top

### Help Guide and Videos รวบรวมวิดีโอสอนการใช้งาน การสืบค้นข้อมูลต่างๆในฐานข้อมูล

					<b></b>	
					Help Guide and Videos Update Schedule API What's New 0	Contact Us
📯 Passport		All V			Q 60	
	INDUSTRIES	ECONOMIES	CONSUMERS	CHANNELS	SUSTAINABILITY	
1.1	HELP GUIDE AND VIDEOS	OUR METHODOLOGIES	DEFINITIONS FAQ	S CALCULATION VARIABLES	BROWSER RECOMMENDATIONS	
Help Guide and Vic	leos					
You CHC Pass Koya Worl The	can select your preferred language for ea DOSE A VIDEO OR GUIDE port: Getting Started vord Search ang with Statistics Search Prace Search Prace	ch video from the player's Closed Captioni	ng icon. 🖾			



# World Global Style Network (WGSN)

- Fashion
- Insight



# WGSN Fashion

# วิธีการสืบค้น

- Quick Search
- Browse



# Quick Search เลือกประเภทของเนื้อหาที่ต้องการ แล้วพิมพ์คำค้นลงในช่องว่าง



# Browse สามารถเลือกหมวดหมู่ที่สนใจจากเมนูด้านบน หรือเลือกบทความใหม่ๆที่น่าสนใจจากหน้าแรก



# ้ตัวอย่าง เลือกบทความที่เกี่ยวกับ Denim โดยเลือกจาก Category และเลือก Denim



#### 676 Reports



#### Kingpins S/S 24

The influential denim supply chain event comes together in Amsterdam to share information and industry innovations including lower-impact sustainable fibres, laser applications and the craft of making

Nicole Ajimal 10.29.22 · 9 minutes



#### Collection Review: Wash & Finish – Women's Denim S/S 23

Bleaching, upcycling and embellishment reinforce the appetite for noughties nostalgia on the global catwalks

Samuel Trotman 10.27.22 · 4 minutes



#### Collection Review: Key Items – Women's Denim S/S 23

Nostalgia for the 1990s and 2000s continues to be the main driver of denim trends, while denim tailoring offers a smarter edge, tapping into consumer need for versatile wardrobe pieces that cater to hybrid work lives

Susie Draffan 10.21.22 · 5 minutes



#### Paris Fashion Week: Men's Needto-Know S/S 23

Men's fashion becomes increasingly directional as designers seamlessly integrate looks into the Paris women's shows

Noah Zagor 10.13.22 · 5 minutes

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# WGSN Insight

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# The New Age of Anxiety

ashion Beauty Food & Drink Interiors Consumer Tech TrendCurve+ City by City Barometer Advisory

In this report, we explore how anxiety is driving new attitudes among consumers emotionally, physically and socially safe and supported





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**Consumer Behaviours** 

Cost of Living: US & UK Gen Z Spending





Cost of Living: Value **Retail Strategies** 

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# ้เลือก Industries / Food & Drink จะแสดงผลบทความที่เกี่ยวข้องกับเรื่อง Food & Drink ซึ่งสามารถ filter ข้อมูลเป็นปี หรือเลือกรูปแบบของข้อมูล





#### Gen X Eating Habits: Brand Strategies

Despite high income and spending on food, Gen X is still largely overlooked as food consumers. WGSN Insight explores their eating habits and provides actionable strategies for brands to connect with their tastes

Brielle Saggese 10.12.22 · 11 minutes



#### Millennial Eating Habits: Brand Strategies

Whether as new parents, professionals or maturing adults, Millennials are developing new tastes. WGSN Insight explores their eating behaviours along with actionable strategies for food brands and retailers

Brielle Saggese 09.09.22 · 10 minutes



#### China Grocery Retail: Shifts & Strategies 2022

Despite new lockdowns, grocery shopping remains essential. Value and extreme convenience are driving consumer demand and shifting behaviours

Athena Chen 07.28.22 · 8 minutes



#### Gen Z Eating: Brand Strategies

As Gen Z's tastes develop, they're cooking, snacking and eating differently from any prior generation. WGSN Insight explores this consumer group's evolving eating habits and provides actionable strategies to connect with their tastes

> Brielle Saggese 07.21.22 · 13 minutes



#### Boomer Drinking Habits: Brand Strategies

As Boomers renegotiate their approaches to ageing, retirement and lifestyle, their drinking tastes are set to evolve. WGSN explores Boomers' developing drinking habits and offers actionable strategies to target their new preferences

Brielle Saggese 06.10.22 · 9 minutes

## ตัวอย่าง เลือกบทความ Gen X Eating Habit และสามารถดูสารบัญของบทความได้



# City by City

บทความที่เกี่ยวข้องกับเมืองต่างๆของโลก



# ้สามารถเลือกบทความที่น่าสนใจที่มีเนื้อหาเกี่ยวกับเมืองต่างๆของโลก เช่น Tokyo, Paris, London เป็นต้น





#### Tokyo Guide

Explore a much-changed Tokyo, where inspiring new concepts in hospitality, digital culture and architecture are springing up in new up and coming neighbourhoods - putting this city firmly back on the global map

Darren Gore 10.26.22 · 17 minutes



#### **Paris Guide**

Discover the city of light's renewed focus on creativity, as new flagship stores and a diversifying food scene entice visitors and locals back to its streets

Michael Lojacono & Anna Andronova 09.23.22 - 17 minutes



#### Milan Guide

We track the optimistic mood in the Italian city, where collaborations across creative industries and new concepts are cropping up. Discover the latest from this design capital

Diana Lee 09.14.22 · 14 minutes



#### London Guide

Embracing its role as Britain's hub of creativity, London is all about sustainable business ideas and new ways of shopping, spearheaded by inclusivity and consciousness. Read on for our highlights

Lara Grobosch & Zuzanna Butkiewicz 09.12.22 · 23 minutes

#### Food and drink

Breathtaking spaces, alt-ingredients and fermented food take centre-stage.

Ojizo Coffee (NEW)

This fast-growing, not-for-profit coffee

brand is making waves with a social

mission that sees 10% of revenue go

directly to services addressing mental

health issues. It's fair trade beans come

in joyful packaging, and Ojizo (named

after a Buddhist deity that protects the

vulnerable) has just opened this debut

physical location, in Shibuya's Miyashita



#### UZU Tokyo

#### teamLab Planets, 6-1-16 Toyosu, Kotoku / 81 (0)80 2997 2261 Rooftop Park, Miyashita Park, 6-20-10 yangunae, Shibuya-ku / +81 (0)3 6823 Jingunae, Shibuya-ku / +81 (0)3 6823 yangunae, Shibuya-ku / +81 (0)3 6823 0770

Vegan ramen specialist UZU Tokyo offsert he singular septerience of dining in a breathtaking space created by digital art rullibacer (<u>smalla</u>). Each noolde dish on the menu has been designed to reisonate visually with its surroundings, and conventional flavours such as miso and soy succe are joined by original varieties including a chilled vegan ramen containing edible flowers.



#### Hakko Department

Bonus Track, 2-36-15 Daita, Setagayaku / no phone

 Shimokitzawa's Bonus Track
 8313

 development is home to this new
 The menu enerprise, careing to the growing
 based on this interest in fermented foodstuffs. Cutley

 contemporary branding draws younger
 experiencil contemporary branding draws younger
 experiencil contemporary branding draws younger

 contemporary branding draws younger
 Each offering combinate deli conter and eat-in space
 combinate deli conter and eat-in space



#### Maz (NEW) Tokyo Garden Terrace Kioicho 3F, 1-3 Kioicho, Chivoda-ku / 81 (0)3 6272

8513 The menu of new restaurant Maz is based on the cosystem of Peru, and ambitiously aims to give the feel of experiencing nature from the roots up. Each offering, such as a "sea mist" combination of octopus and squid ink, is referenced with the elevation above

sea level of its chief ingredient.



#### ANB Tokyo Bldg. 1F, 5-2-4 Roppongi, Minato-ku / 81 (0)3 6434 0789

Claimed to be Japan's first fully nonalcoholic bar, this Roppongi watering hole has the vibe of a futuristic gallery. Original mocktails, specially created by award winning mixologist <u>Shingo</u> <u>Gokan</u>, are complemented by a vegan small-plates menu.

#### What's new

The latest openings in the city, across retail, restaurants and culture



#### Mark's Tokyo

This compact Nakamegors restaurest arevas original. Apparatas - Thismood modern American diabas concavied by proprietor-ot-bet WeS dahas, previously of HOYS Dremary Teamer Teach predents come from teamers across Appan, and equally noteworthy is the beautifully subclued modern Appanete design, incorporating a small Zen garden. F-23-14 Maguna, Maguna-MJ (#C) 6470 0564





Sukim

Gender-inclusive Tokyo brand Hender Scheme, whit

production, has opened into starkly pareordown art gallery as a platform for research, experimentation, and challenging conceptions of value'. Find it in Kuramee. Tokyo's 'Little Brooklyn'.

2. 3-II-2 Kuramae, Taito-ku / no phone



REPLICA

Beplac Massen Margete Margehein menony-thermed Replace line of fragmances and candles gets a dedicated laboratory-like store on Hangikuts Cat Street, replete with white lab coat-clad shop staff. A dedicated room is available for by-espointment fragmance consultations. 6–7–30 Jungumes. Shicuye-Lu J & (03) 6427 2823



Bayma Studie The web platform-driven personal shopping service has opened this shoencormmeets-studio space to showcase on-trend items from across the globe, in-person an via regular livestreams on instagram and elsewhere. R: J-0-10 Jonnes Johbuya-ku / 21 (JOE) 0072 2746

# Stash

รวบรวมผลงานดิจิทัลอาร์ต

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### ้ตัวอย่าง วิดีโอโฆษณาแบรนด์ Logitech ให้ข้อมูลบริษัทที่ผลิตโฆษณา เทคนิคที่ใช้ในการทำโฆษณา รวมทั้งเบื้องหลังการถ่ายทำ



#### **Behind the Scenes**



Stills & Styleframes



STASH 155.03 LOGITECH "FEEL THE MOMENT" TVC :60

#### Client LOGITECH Director ORIOL PUIG Production PARTIZAN Animation TRIZZ STUDIO trizz.tv

Working with production partners Partizan, creative director Oriol Puig and the team at Trizz Studio In Barcelona, elevate a mouse and keyboard from everyday tools to transformative design objects in this film for Logitech.

Oriol Puig: "This product film was created for the Logitech MX Mechanical keyboard and Logitech MX Master 3S mouse. Our animation team created visuals to illustrate the Tactile Quiet, Linear, and Cicky switches and the keys with smart illumination that allow its users to stay in maximum comfort for hours.

"We designed and built four sets in 3D and then physically built them on a sound stage in Barcelona. Four sets, four days, and 72 shots. This was seamlessly paired with our animation department and creative direction team."

#### For Partizan Executive Producer: Duncan Gaman Senior Producer: Jason Oakley, Leo Green

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