

# Writing Instruments in the United Kingdom

January 2024

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Return to school and to offices continues to drive up sales of writing instruments

A continued strong emphasis on creativity, particularly in colouring, ball point pens, and markers and highlighters

Consumers' pursuit of value for money continues to increase the preference for well-known brands over private label

### PROSPECTS AND OPPORTUNITIES

Rising health trend and the pursuit of value will continue to drive growth in writing instruments

Sales of writing instruments via e-commerce set to keep expanding, boosted by behaviours that emerged during COVID-19

Players in writing instruments will continue to rethink processes and products due to consumers' growing demand for sustainability

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