



Writing Instruments in India

March 2024

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Writing Instruments in India - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Solid growth thanks to rise in education budget allocation and spending

Hindustan Pencils continues to hold the leading position

Other non-grocery retailers remains the dominant distribution channel

PROSPECTS AND OPPORTUNITIES

Digitalisation expected to hamper the growth of the category in the forecast period

Fluctuations in raw materials prices will pose challenges in protecting margins in the future

Collaborations and partnerships between domestic and international brands will fuel demand

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