

# Writing Instruments in South Africa

January 2024

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Pens and pencils maintain growth, as these are seen as basic necessities

Demand for writing instruments remains fairly stable despite economic difficulties in South Africa

Consumers are seeking the cheapest options when it comes to writing instruments

### PROSPECTS AND OPPORTUNITIES

Writing instruments is becoming a more competitive category

Stationery enthusiasts now purchase unique writing instruments from Shein

Licensed writing instruments could create an opportunity for growth

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