



Writing Instruments in Romania

January 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Rising volume sales despite declining purchasing power

Private labels gain ground in 2023, thanks to the affordability factor

Retailers and manufacturers respond to high demand in back-to-school months with playful designs and special offers

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Slowdown in growth anticipated due to ongoing digitalisation

Premiumisation trend will continue, with luxury items remaining popular as gifts

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