



Writing Instruments in Singapore

January 2024

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Writing Instruments in Singapore - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Markers and highlighters sees the strongest growth in writing instruments
Pilot Pen continues to lead writing instruments, as school children continue to use mass products
Metallic ink pens continue to be popular, as retailers launch more new variants and pack sizes

PROSPECTS AND OPPORTUNITIES

Digitalisation expected to limit growth in writing instruments, but not drive volume decline
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DISCLAIMER

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