

Writing Instruments in Singapore

January 2024

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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

Manufacturers of writing instruments likely to collaborate with popular animations in their aim to drive growth

Personalisation set to rise within writing instruments, with customisable features

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