

## **Writing Instruments in Malaysia**

Market Direction | 2022-11-15 | 19 pages | Euromonitor

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### **Report description:**

The closure or restrictions on the operations of store-based retail distribution channels limited access to writing instruments at the height of the pandemic in 2020, although there was a slight shift towards e-commerce as retailers and players attempted to maintain supply demand to help offset steep in-store revenue losses. Nevertheless, growth was also damaged by the closure of schools and offices, with demand for writing instruments such as pens, pencils and colouring limited by a switch to h...

Euromonitor International's Writing Instruments in Malaysia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2017-2021), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, distribution or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Colouring, Markers and Highlighters, Pencils, Pens, Writing Accessories.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Writing Instruments market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Euromonitor International  
November 2022

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Premiumisation to become significant trend in writing instruments

E-commerce to see further development, and consumers to benefit from players' promotional activities

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