

## **Writing Instruments in Singapore**

Market Direction | 2022-11-24 | 16 pages | Euromonitor

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### **Report description:**

Within writing instruments, highlighters and markers is set to see the highest current value growth in 2022. Zebra mildliners is a range of pastel highlighters which has been gaining significant popularity amongst local students. Its popularity is due to the proliferation of study blogs in short-form video marketing. Meanwhile, the price point of Zebra mildliners is much lower than Copic markers. The latter brand is a status symbol amongst students due to its high price point, and is often only...

Euromonitor International's Writing Instruments in Singapore 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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#### KEY DATA FINDINGS

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Zebra shows strong growth in writing instruments due to popularity of its highlighters

Metallic ink pens gain significant traction as retailers introduce new variants and pack sizes

Growth of luxury writing instruments affected by the presence of parallel importers

#### PROSPECTS AND OPPORTUNITIES

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

A return to in-person classes translates into a preference for writing instruments as well as technology

More brands and manufacturers are starting to introduce personalised writing instruments with changeable colour inks

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