

**Writing Instruments in Switzerland**

Market Direction | 2024-03-28 | 18 pages | Euromonitor

**AVAILABLE LICENSES:**

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

**Report description:**

Writing instruments occupy a modest share of the overall personal accessories market in Switzerland, thus exerting minimal influence on the sector. In 2023, the category witnessed stagnant growth in value terms, with a slight decline in volume sales compared to the previous year. Amongst writing instruments, ballpoint pens emerged as the preferred choice for everyday use, exhibiting the most dynamic performance. Conversely, pen inkwells and refills experienced the weakest performance, reflecting...

Euromonitor International's Writing Instruments in Switzerland report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2019-2023), 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 2028 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.

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

[www.scotts-international.com](http://www.scotts-international.com)

## Table of Contents:

Writing Instruments in Switzerland

Euromonitor International

March 2024

### List Of Contents And Tables

#### WRITING INSTRUMENTS IN SWITZERLAND

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Diversifying usage trends

Innovation and sustainability drive growth

Enduring legacy of luxury brands

##### PROSPECTS AND OPPORTUNITIES

Sustaining demand amidst digital shift

Luxury pens remain coveted items

Evolving retail landscape

##### CATEGORY DATA

Table 1 Sales of Writing Instruments by Category: Volume 2018-2023

Table 2 Sales of Writing Instruments by Category: Value 2018-2023

Table 3 Sales of Writing Instruments by Category: % Volume Growth 2018-2023

Table 4 Sales of Writing Instruments by Category: % Value Growth 2018-2023

Table 5 NBO Company Shares of Writing Instruments: % Value 2019-2023

Table 6 LBN Brand Shares of Writing Instruments: % Value 2020-2023

Table 7 Distribution of Writing Instruments by Format: % Value 2018-2023

Table 8 Forecast Sales of Writing Instruments by Category: Volume 2023-2028

Table 9 Forecast Sales of Writing Instruments by Category: Value 2023-2028

Table 10 Forecast Sales of Writing Instruments by Category: % Volume Growth 2023-2028

Table 11 Forecast Sales of Writing Instruments by Category: % Value Growth 2023-2028

#### PERSONAL ACCESSORIES IN SWITZERLAND

##### EXECUTIVE SUMMARY

Personal accessories in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for personal accessories?

##### MARKET DATA

Table 12 Sales of Personal Accessories by Category: Volume 2018-2023

Table 13 Sales of Personal Accessories by Category: Value 2018-2023

Table 14 Sales of Personal Accessories by Category: % Volume Growth 2018-2023

Table 15 Sales of Personal Accessories by Category: % Value Growth 2018-2023

Table 16 NBO Company Shares of Personal Accessories: % Value 2019-2023

Table 17 LBN Brand Shares of Personal Accessories: % Value 2020-2023

Table 18 Distribution of Personal Accessories by Format: % Value 2018-2023

Table 19 Forecast Sales of Personal Accessories by Category: Volume 2023-2028

Table 20 Forecast Sales of Personal Accessories by Category: Value 2023-2028

Table 21 Forecast Sales of Personal Accessories by Category: % Volume Growth 2023-2028

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 22 □Forecast Sales of Personal Accessories by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

[www.scotts-international.com](http://www.scotts-international.com)

**Writing Instruments in Switzerland**

Market Direction | 2024-03-28 | 18 pages | Euromonitor

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

**ORDER FORM:**

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	Phone*	
First Name*	Last Name*	
Job title*		
Company Name*	EU Vat / Tax ID / NIP number*	
Address*	City*	
Zip Code*	Country*	
	Date	2026-02-09
	Signature	

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

[www.scotts-international.com](http://www.scotts-international.com)