

## **Writing Instruments in Hong Kong, China**

Market Direction | 2024-12-23 | 17 pages | Euromonitor

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### **Report description:**

Following a rebound the previous year, demand for writing instruments in Hong Kong, especially for luxury pens, which used to be a popular choice for gifting, is declining in 2024. With the Hong Kong dollar pegged to the strong US dollar, luxury goods in the city no longer hold significant price advantages for international tourists, leading to a reduced desire for shopping in Hong Kong. The luxury segment has been hit especially hard due to the overall reduction of international tourist consumption...

Euromonitor International's Writing Instruments in Hong Kong, China 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.

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## Table of Contents:

Writing Instruments in Hong Kong, China  
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### List Of Contents And Tables

#### WRITING INSTRUMENTS IN HONG KONG, CHINA

##### KEY DATA FINDINGS

##### 2024 DEVELOPMENTS

Tepid luxury pen sales under shifting consumer preferences

Japanese writing instruments remain popular among local consumers

##### PROSPECTS AND OPPORTUNITIES

Accelerated digitalisation to hinder stronger demand for writing instruments

Sustainable product development within writing instruments

##### CATEGORY DATA

Table 1 Sales of Writing Instruments by Category: Volume 2019-2024

Table 2 Sales of Writing Instruments by Category: Value 2019-2024

Table 3 Sales of Writing Instruments by Category: % Volume Growth 2019-2024

Table 4 Sales of Writing Instruments by Category: % Value Growth 2019-2024

Table 5 NBO Company Shares of Writing Instruments: % Value 2020-2024

Table 6 LBN Brand Shares of Writing Instruments: % Value 2021-2024

Table 7 Distribution of Writing Instruments by Format: % Value 2019-2024

Table 8 Forecast Sales of Writing Instruments by Category: Volume 2024-2029

Table 9 Forecast Sales of Writing Instruments by Category: Value 2024-2029

Table 10 □Forecast Sales of Writing Instruments by Category: % Volume Growth 2024-2029

Table 11 □Forecast Sales of Writing Instruments by Category: % Value Growth 2024-2029

#### PERSONAL ACCESSORIES IN HONG KONG, CHINA

##### EXECUTIVE SUMMARY

Personal accessories in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for personal accessories?

##### MARKET DATA

Table 12 Sales of Personal Accessories by Category: Volume 2019-2024

Table 13 Sales of Personal Accessories by Category: Value 2019-2024

Table 14 Sales of Personal Accessories by Category: % Volume Growth 2019-2024

Table 15 Sales of Personal Accessories by Category: % Value Growth 2019-2024

Table 16 NBO Company Shares of Personal Accessories: % Value 2020-2024

Table 17 LBN Brand Shares of Personal Accessories: % Value 2021-2024

Table 18 Distribution of Personal Accessories by Format: % Value 2019-2024

Table 19 Forecast Sales of Personal Accessories by Category: Volume 2024-2029

Table 20 Forecast Sales of Personal Accessories by Category: Value 2024-2029

Table 21 □Forecast Sales of Personal Accessories by Category: % Volume Growth 2024-2029

Table 22 □Forecast Sales of Personal Accessories by Category: % Value Growth 2024-2029

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## SOURCES

### Summary 1 Research Sources

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