

Writing Instruments in Australia

Market Direction | 2025-01-13 | 22 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €995.00
- Multiple User License (1 Site) €1990.00
- Multiple User License (Global) €2985.00

Report description:

Despite the weaker macroeconomic environment in Australia impacting the full potential of writing instruments, the category continues to recover in both retail volume and value terms, driven by normalised store trading and strong back-to-school sales. The latter remains a pivotal season for sales of writing instruments and stationery, often likened to - and immediately following - the Christmas sales season. Families, students, and professionals stock up on a wide range of products for the new c...

Euromonitor International's Writing Instruments in Australia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2020-2024), 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 2029 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

Table of Contents:

Writing Instruments in Australia
Euromonitor International
January 2025

List Of Contents And Tables

WRITING INSTRUMENTS IN AUSTRALIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Back-to-school season boosts demand for writing instruments
Luxury writing instruments still represent elevated gifting experience
Competitive landscape split across branded essentials and local innovation

PROSPECTS AND OPPORTUNITIES

Price pressure for everyday items, yet consumers appreciate innovative new product development
Winding down of unstructured technology and reliance on screens in classrooms to lead to greater use of traditional writing instruments
Social impact programmes to further focus on youth mental health

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 AUSTRALIA

EXECUTIVE SUMMARY

Personal accessories in 2024: The big picture
Influence of Generation Z and millennials shapes consumer behaviour
Innovative new product development, expanding engagement and corporate acquisition ensure dynamic competitive landscape
Retail developments focus on increasing vertical integration of specialists and building seamless omnichannel strategies
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

Scotts International. EU Vat number: PL 6772247784

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

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

DISCLAIMER

SOURCES

Summary 1 Research Sources

Writing Instruments in Australia

Market Direction | 2025-01-13 | 22 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	€995.00
	Multiple User License (1 Site)	€1990.00
	Multiple User License (Global)	€2985.00
		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*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-11"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com