

Writing Instruments in Malaysia

Market Direction | 2025-01-20 | 20 pages | Euromonitor

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Report description:

Writing instruments in Malaysia saw mass value products lead growth in 2024. Rising living costs are putting pressure on consumers to reduce spending on non-essential items or to seek out more affordable alternatives. This has led to increased demand for value-driven mass writing instruments, which offer functionality at a lower cost. By contrast, premium and luxury brands, such as Parker and Montblanc, have been facing challenges in the current economic climate as consumers prioritise affordability...

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 (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.

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Table of Contents:

Writing Instruments in Malaysia
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List Of Contents And Tables

WRITING INSTRUMENTS IN MALAYSIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Mass value options drive growth amid increased cost-consciousness in 2024

International and local players compete intensively through price positioning and innovation

Digitalisation trends see writing instruments increasingly perceived as lifestyle products with players offering more sophisticated products

PROSPECTS AND OPPORTUNITIES

New launches shaped by evolving lifestyles and demand

Players will retain strong focus on sustainability

Competition between distribution channels set to intensify during forecast period

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 MALAYSIA

EXECUTIVE SUMMARY

Personal accessories in 2024: The big picture

Key trends 2024

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

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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

Writing Instruments in Malaysia

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