

**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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