

Writing Instruments in South Korea

Market Direction | 2025-01-15 | 19 pages | Euromonitor

AVAILABLE LICENSES:

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

Report description:

Writing instruments in South Korea is expected to see a static performance in retail volume terms in 2024, although low growth is anticipated in retail current value terms. The era of writing instruments as daily necessities may be coming to an end, along with the rising use of smartphones, computers, and tablets; a trend common across all countries. In particular, as online classes have expanded, the proportion of electronic devices used in schools instead of notebooks and writing instruments h...

Euromonitor International's Writing Instruments in South Korea 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 South Korea
Euromonitor International
January 2025

List Of Contents And Tables

WRITING INSTRUMENTS IN SOUTH KOREA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Volume growth becoming hard to achieve as electronic devices replace writing instruments, which are increasingly seen as accessories

The TMON-WeMakePrice crisis is another factor impacting players

Monami offers Korean designs to attract consumers

PROSPECTS AND OPPORTUNITIES

Struggle to achieve volume growth as education set to increasingly go digital

Other non-grocery retailers expected to maintain its dominance

Stationery-specialised stores likely to look for other avenues for growth

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 SOUTH KOREA

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

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 South Korea

Market Direction | 2025-01-15 | 19 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="2025-05-07"/>
		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