

Writing Instruments in Sweden

Market Direction | 2025-01-22 | 19 pages | Euromonitor

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Report description:

In 2024, writing instruments in Sweden recorded relatively positive retail value and volume growth, compared to the more fluctuating growth rates seen during the review period. Naturally, writing instruments saw a notable decline in 2020 during the COVID-19 pandemic, followed by a resurgence post-pandemic, with people returning to offices, schools, and universities to a greater extent. However, the resurgence was not as notable as seen in other countries due to most schools remaining open through...

Euromonitor International's Writing Instruments in Sweden 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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WRITING INSTRUMENTS IN SWEDEN

KEY DATA FINDINGS

2024 DEVELOPMENTS

Positive retail value and volume growth despite the rising challenge of digitisation

Consumers focus on established brands that offer quality and durability

Innovation focuses on functionality, sustainability and social media trends

PROSPECTS AND OPPORTUNITIES

Retail volume sales are expected to stagnate while value sales will benefit from price rises and premium goods

Creativity, hobbies and art will remain key drivers of growth for writing instruments

Retail e-commerce is expected to gain share while grocery retailers remains the preferred choice

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