

## **Writing Instruments in the Philippines**

Market Direction | 2025-01-21 | 18 pages | Euromonitor

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### **Report description:**

The market for writing instruments in the Philippines continued to expand in 2024, driven by population growth, which resulted in more children attending school and adults entering the workforce. However, the rate of volume growth slowed compared to 2021 and 2022, primarily due to the increasing integration of hybrid digital and offline set-ups in schools and workplaces post-pandemic. Additionally, government efforts to provide digital tools, such as tablets, particularly to children from lower...

Euromonitor International's Writing Instruments in Philippines 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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