

Writing Instruments in Ukraine

Market Direction | 2025-01-22 | 18 pages | Euromonitor

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Report description:

In 2024, sales of writing instruments in Ukraine were significantly impacted by the ongoing demographic changes due to the Russian invasion of the country. The 2022 invasion led to millions of emigrants leaving the country, many of whom have not returned in 2024. This situation was exacerbated by the departure of around 300,000 children of school age prior to the start of the school year in September 2024, which further reduced the demand for writing instruments, an essential product for student...

Euromonitor International's Writing Instruments in Ukraine 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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Euromonitor International

January 2025

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WRITING INSTRUMENTS IN UKRAINE

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Price sensitivity and downtrading impact sales of writing instruments in 2024

Unessential products, such as mechanical pencils, record a decline as consumers focus on necessities

Distributors source writing instruments from local manufacturers, boosting sales

PROSPECTS AND OPPORTUNITIES

Demographic challenges, including low birth rates, are expected to challenge sales of writing instruments

Consumers are set to prioritise basic writing instruments, as affordability remains key

Luxury writing instruments are expected to remain niche, as expensive brands are viewed unessential

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