



Euromonitor  
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# Writing Instruments in Australia

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Back-to-school season boosts demand for writing instruments
- Luxury writing instruments still represent elevated gifting experience
- Competitive landscape split across branded essentials and local innovation

PROSPECTS AND OPPORTUNITIES

- Price pressure for everyday items, yet consumers appreciate innovative new product development
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Personal Accessories in Australia - Industry Overview

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DISCLAIMER

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