



# Writing Instruments in Australia

January 2025

Table of Contents

## 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  
Winding down of unstructured technology and reliance on screens in classrooms to lead to greater use of traditional writing instruments  
Social impact programmes to further focus on youth mental health

### 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 Australia - Industry Overview

### EXECUTIVE SUMMARY

Personal accessories in 2024: The big picture  
Influence of Generation Z and millennials shapes consumer behaviour  
Innovative new product development, expanding engagement and corporate acquisition ensure dynamic competitive landscape  
Retail developments focus on increasing vertical integration of specialists and building seamless omnichannel strategies  
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  
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

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/writing-instruments-in-australia/report](http://www.euromonitor.com/writing-instruments-in-australia/report).