



Writing Instruments in South Africa

February 2026

Table of Contents

Writing Instruments in South Africa - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Market polarisation intensifies competition and reshapes retailer strategies

Chart 1 - Key Trends 2025

INDUSTRY PERFORMANCE

Market polarisation forces retailers to reconsider pricing strategies

Gen Z drives demand for unique and premium products

Chart 2 - Shein Challenging Local Players with Wider Variety at Competitive Prices

Bic's donation campaign drives sales through social impact

Chart 3 - BIC Integrates Social Impact With Brand Engagement

WHAT'S NEXT?

Younger consumers to sustain personalised writing instruments demand

Pens will remain largest segment despite slow growth

COMPETITIVE LANDSCAPE

Bic maintains strong lead with quality and social initiatives

CHANNELS

Non-grocery retailers lead sales with strong e-commerce growth

Retail e-commerce gains traction with improved services

Omnichannel presence becomes increasingly important for retailers

Chart 4 - Analyst Insight

COUNTRY REPORTS DISCLAIMER

[Personal Accessories in South Africa - Industry Overview](#)

EXECUTIVE SUMMARY

South Africa's personal accessories market thrives on affordable luxury and sustainability

KEY DATA FINDINGS

Chart 5 - Key Trends 2025

INDUSTRY PERFORMANCE

Market polarisation drives retailers to expand value-focused offerings

Chart 6 - Woolworths Introduces More Entry-Level Lines

Bags and luggage remains the largest category, with dynamic growth

Gen Z consumer driving demand for sustainability and inclusivity

WHAT'S NEXT?

Retailers adapt to consumer behaviour with value offerings

Resale platforms support demand for second-hand bags through affordability

Chart 7 - Analyst Insight

Connected watches set to be the fastest growing subcategory

COMPETITIVE LANDSCAPE

Leading companies maintain lead amid market polarisation

CHANNELS

Offline retail dominates sales through specialists

Retail e-commerce drives growth with convenience and enhancements

ECONOMIC CONTEXT

Chart 8 - Real GDP Growth and Inflation 2020-2030

Chart 9 - PEST Analysis in South Africa 2025

CONSUMER CONTEXT

Chart 10 - Key Insights on Consumers in South Africa 2025

Chart 11 - Consumer Landscape in South Africa 2025

COUNTRY REPORTS 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-south-africa/report.