



# Writing Instruments in Romania

March 2026

Table of Contents

## Writing Instruments in Romania - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

High margin alternatives boost value, despite sluggish volume demand

Chart 1 - Key Trends 2025

#### INDUSTRY PERFORMANCE

Luxury brands leverage market polarisation amid economic challenges

Chart 2 - Poenari Consolidates its Presence in Romania

Gen Z demand for personalised products fuels back-to-school sales

Chart 3 - Carturesti Partners with the Romanian National Football Team for Back-to-School 2025

Sustainability concerns shift consumer preferences towards recycled, eco-friendly materials

Chart 4 - Schneider Launches Eco-Friendly Pen in Romania

#### WHAT'S NEXT?

Colouring and pens lead sales with unique designs and sustainability

Demand for sustainable and luxury products to drive value growth

Chart 5 - Analyst Insight

#### COMPETITIVE LANDSCAPE

Leading companies maintain share through strategic marketing

#### CHANNELS

Offline retail leads writing instruments sales through hypermarkets

Retail e-commerce grows in importance with omnichannel players

#### COUNTRY REPORTS DISCLAIMER

[Personal Accessories in Romania - Industry Overview](#)

### EXECUTIVE SUMMARY

Market split between affordable and premium personal accessories as appetite for luxury grows in Romania

### KEY DATA FINDINGS

Chart 6 - Key Trends 2025

#### INDUSTRY PERFORMANCE

Market shifts towards polarisation in 2025

High growth across categories buoyed by premium demand

Chart 7 - Furla and Hermès Open New Stores in Bucharest

Resale and rental initiatives gain traction among Romanian consumers

Chart 8 - Chronotex Partners with Albini Prassa For Premium Resale

Gen Z drives demand for sustainable personal accessories

#### WHAT'S NEXT?

Market polarisation to see premium demand escalate but pricing to remain integral to mainstream purchases

Sustainability to inform future consumer choice

Chart 9 - Analyst Insight

AI-integration and innovation to drive fastest growth in connected watches

#### COMPETITIVE LANDSCAPE

Luxury players and local brands shape competitive landscape

## CHANNELS

Offline retail leads with specialists and a focus on store ambience

E-commerce commands 21% of sales

## ECONOMIC CONTEXT

Chart 10 - Real GDP Growth and Inflation 2020-2030

Chart 11 - PEST Analysis in Romania 2025

## CONSUMER CONTEXT

Chart 12 - Key Insights on Consumers in Romania 2025

Chart 13 - Consumer Landscape in Romania 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-romania/report](http://www.euromonitor.com/writing-instruments-in-romania/report).