



# Writing Instruments in Singapore

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## Writing Instruments in Singapore - Category analysis

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Premiumisation and sustainability drive robust growth in writing instruments

Chart 1 - Key Trends 2025

#### INDUSTRY PERFORMANCE

Luxury pen gifting drives value sales growth through personalisation

Pens remain largest category while Gen Z reshapes competitive dynamics

#### WHAT'S NEXT?

Tech-savvy consumers to drive demand for hybrid writing tools

Pens remain dominant, colouring gains traction among creatives

Sustainability and Gen Z influence shape industry direction

#### COMPETITIVE LANDSCAPE

Well-established brands lead writing instruments market in Singapore

Neo Smartpen R1 launch signals innovation in premium segment

#### CHANNELS

Offline retailers lead sales through strong presence while e-commerce grows rapidly

Experiential retail and e-commerce shape industry direction

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

### EXECUTIVE SUMMARY

Sustainability, personalisation, and digital experiences drive growth in personal accessories

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Successful brands maintain presence through product innovation and brand recognition

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