



Writing Instruments in Switzerland

January 2025

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Writing Instruments in Switzerland - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Positive retail value growth driven by mechanical pencils, markers and highlighters

Pens remain popular in Switzerland, as ballpoint and rollerball pens lead sales

Montblanc International retains the lead, launching new ranges during 2024

PROSPECTS AND OPPORTUNITIES

Demand for mechanical pencils is set to decline as refills extend the lifespan of the product

Retail e-commerce is expected to gain ground as consumers prioritise convenience

Sustainability, social media and digitisation are set to influence the writing instruments category

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