



Writing Instruments in Indonesia

February 2026

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Writing Instruments in Indonesia - Category analysis

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A positive year for writing instruments with sales driven by professionals and students

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Deli drives growth with strategic expansion and marketing

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Sustainability concerns influencing new product designs

New innovations shaping and informing the market

WHAT'S NEXT?

Faber-Castell drives growth with sustainable innovation and education

Pens remain dominant as colouring drives growth

Sustainability and digital innovation set to shape future sales

COMPETITIVE LANDSCAPE

Faber-Castell leads through strategic investments and marketing

No mergers or acquisitions, but innovation drives future growth

CHANNELS

Other non-grocery retailers lead with established presence

Retail e-commerce gains traction through its offer of convenience and variety

No emerging retail brands or concepts identified

PRODUCTS

Faber-Castell drives innovation with AR-enhanced products

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Kenko leads sustainability efforts with eco-friendly products

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Market polarisation has a big impact on the market

Smaller brands gain market share through digital channels

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WHAT'S NEXT?

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Traditional and connected watches lead growth with cultural relevance and innovation

Domestic brands strengthen their market position through localised production

COMPETITIVE LANDSCAPE

Leading brands maintain share through segmentation and innovation

No significant mergers or acquisitions in 2025

CHANNELS

Jewellery and watch specialists lead offline sales

Retail e-commerce grows rapidly with digital platforms

Hybrid shopping behaviour emerges as a key trend

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Gen Z drives demand for customisable and affordable products

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Local brands innovate with sustainable and cultural themes

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