



Euromonitor
International

Writing Instruments in the United Kingdom

January 2026

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Macroeconomic pressures stall volume sales of writing instruments, but values rise

Chart 1 - Key Trends 2025

INDUSTRY PERFORMANCE

Macroeconomic pressures drive volume statis, but value sales see low growth

Pens leads value sales and maintains slow growth

Market polarisation affects value growth

Chart 2 - WHSmith Sells High Street Stores

WHAT'S NEXT?

Consumers likely to prioritise unique features and collectible writing instruments

Pens will continue to lead, while colouring is set to drive growth

Sustainability, digital integration, and aesthetic appeal to drive business opportunities

Chart 3 - Analyst Insight

COMPETITIVE LANDSCAPE

Bic UK Ltd maintains its lead in writing instruments

Opportunities remain in writing instruments for innovative, sustainable brands

Chart 4 - Ryman Recycles Over 3.5 Million Pens Since 2019

CHANNELS

Offline retail continues to dominate, as consumers pick up products when grocery shopping

Retail e-commerce declines, as tactile experiences and immediacy preferred

PRODUCTS

Generation Z drives demand for innovative and collectible writing instruments

Chart 5 - Legami Erasable Pens Capitalise on Design to Increase Sales

COUNTRY REPORTS DISCLAIMER

[Personal Accessories in the United Kingdom - Industry Overview](#)

EXECUTIVE SUMMARY

Value sales of personal accessories rise due to macroeconomic factors, but polarisation seen

KEY DATA FINDINGS

Chart 6 - Key Trends 2025

INDUSTRY PERFORMANCE

Both luxury and value-driven segments drive sales

Daisy London and Shrimps collaboration thrives amid polarisation

Chart 7 - Daisy London x Shrimps Collaboration Expands

Resale and rental impact personal accessories

Chart 8 - Vinted Pro Launch in the United Kingdom Impacts Primary Sales

WHAT'S NEXT?

Luxury and value-driven segments to drive sales in the future

Writing instruments to remain the largest category in volume terms

Sustainability, digitalisation, and Generation Z to shape personal accessories

COMPETITIVE LANDSCAPE

Luxury conglomerates maintain their lead amidst market polarisation

Chart 9 - DeMellier Carves Out a New Luxury Narrative

Opportunities for new and existing players

CHANNELS

Offline retail leads through specialist retailers

Chart 10 - Analyst Insight

Retail e-commerce remains significant, but secondary to offline retail

ECONOMIC CONTEXT

Chart 11 - Real GDP Growth and Inflation 2020-2030

Chart 12 - PEST Analysis in the United Kingdom 2025

CONSUMER CONTEXT

Chart 13 - Key Insights on Consumers in the United Kingdom 2025

Chart 14 - Consumer Landscape in the United Kingdom 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-the-united-kingdom/report.