



Euromonitor
International

Writing Instruments in India

February 2026

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Increase in educational enrolments helps drive sales growth

Chart 1 - Key Trends 2025

Chart 2 - Analyst Insight

INDUSTRY PERFORMANCE

Premiumisation drives growth

Pens dominate the market with steady demand backed by expanding distribution reach

Sustainability concerns informing new product development

Chart 3 - Rescript's Digital Campaign Places a Focus on Sustainability

WHAT'S NEXT?

Premiumisation and sustainability set to drive future growth

Pens set to benefit from premiumisation

Colouring emerges as fastest growing category

COMPETITIVE LANDSCAPE

Hindustan Pencils leads a concentrated writing instruments market

No significant mergers or acquisitions in 2025

CHANNELS

Offline retail dominates sales as consumers prefer physical stores

Retail e-commerce gains traction with convenience and value offers

Premiumisation and e-commerce drive channel dynamics

Chart 4 - Pilot Launches its First Store in India in 2025

PRODUCTS

Sustainability drives innovation with a focus on eco-friendly materials

Gen z influences product design with creative and digital flair

COUNTRY REPORTS DISCLAIMER

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

EXECUTIVE SUMMARY

Improving economy supports sales of personal accessories in 2025

KEY DATA FINDINGS

Chart 5 - Key Trends 2025

Chart 6 - Analyst Insight

INDUSTRY PERFORMANCE

Rising disposable incomes fuel premiumisation trend

Titan's Jalsa watch epitomises the growing focus on luxury goods

Chart 7 - Titan's JALSA Watch Highlights Rising Premiumisation in India's Luxury Market

Regulatory measures enhance trust in jewellery

WHAT'S NEXT?

Sales set to benefit from growing base of more affluent consumers

Jewellery set to drive growth with the focus on premiumisation and sustainability

Digital transformation reshapes retail strategies and consumer engagement

COMPETITIVE LANDSCAPE

D2C brands challenge incumbents in personal accessories

Chart 8 - Legacy Brands Face Growing Competition from Agile D2C Brands in 2025

Opportunities emerging from shifts in competitive dynamics

CHANNELS

Offline retail leads due to the importance of tactile experiences

Retail e-commerce drives growth with convenience and digital adoption

An omnichannel presence has become essential for retailers

PRODUCTS

Gen Z drives innovation in jewellery design and sourcing

Chart 9 - Palmonas Highlights Gen Z's Influence on India's Jewellery Market in 2025

ECONOMIC CONTEXT

Chart 10 - Real GDP Growth and Inflation 2020-2030

Chart 11 - PEST Analysis in India 2025

CONSUMER CONTEXT

Chart 12 - Key Insights on Consumers in India 2025

Chart 13 - Consumer Landscape in India 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-india/report.