

Writing Instruments in Poland

January 2024

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Writing Instruments in Poland - Category analysis

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2023 DEVELOPMENTS

Decline in retail volume sales due to high inflation in 2023 Bic continues to lead in a fragmented landscape Non-grocery retailers are the leading distribution channel for writing instruments in Poland

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Digitalisation and sustainability concerns likely to impact the future of traditional writing instruments E-commerce is anticipated to see growth in the years ahead Local consumers are expected to turn to private labels amid the high cost of living

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