



Euromonitor
International

Writing Instruments in Singapore

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Premiumisation and sustainability drive robust growth in writing instruments

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Pens remain largest category while Gen Z reshapes competitive dynamics

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Pens remain dominant, colouring gains traction among creatives

Sustainability and Gen Z influence shape industry direction

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Well-established brands lead writing instruments market in Singapore

Neo Smartpen R1 launch signals innovation in premium segment

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Offline retailers lead sales through strong presence while e-commerce grows rapidly

Experiential retail and e-commerce shape industry direction

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