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Writing Instruments in China

December 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Writing instruments sees downwards pressures, but maintains modest growth
- Leading player consolidates its position
- Shifting focus of writing instruments towards cultural relevance and sustainability

PROSPECTS AND OPPORTUNITIES

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- Traditional channels hold their ground, but online sales set to see a continued rise
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Personal Accessories in China - Industry Overview

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DISCLAIMER

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