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# Writing Instruments in South Africa

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

The essential nature of pens and pencils maintains growth for writing instruments  
Affordability drives demand for writing instruments, as consumers buy during promotions  
Unique and premium writing instruments attract affluent South African consumers

PROSPECTS AND OPPORTUNITIES

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/writing-instruments-in-south-africa/report](http://www.euromonitor.com/writing-instruments-in-south-africa/report).