



# Writing Instruments in Sweden

January 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Positive retail value and volume growth despite the rising challenge of digitisation  
Consumers focus on established brands that offer quality and durability  
Innovation focuses on functionality, sustainability and social media trends

PROSPECTS AND OPPORTUNITIES

Retail volume sales are expected to stagnate while value sales will benefit from price rises and premium goods  
Creativity, hobbies and art will remain key drivers of growth for writing instruments  
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Personal Accessories in Sweden - Industry Overview

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