



**Euromonitor  
International**

# Writing Instruments in Romania

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Digitisation is an ongoing challenge to the sales of writing instruments in Romania  
Premiumisation and limited-edition goods boost retail value growth in 2024  
Children’s products focus on bright, engaging designs to stand out and drive sales

PROSPECTS AND OPPORTUNITIES

As digitisation grows, brands may focus on products used for art and hobbies  
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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/writing-instruments-in-romania/report](http://www.euromonitor.com/writing-instruments-in-romania/report).