



Writing Instruments in Ukraine

January 2025

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Price sensitivity and downtrading impact sales of writing instruments in 2024
Unessential products, such as mechanical pencils, record a decline as consumers focus on necessities
Distributors source writing instruments from local manufacturers, boosting sales

PROSPECTS AND OPPORTUNITIES

Demographic challenges, including low birth rates, are expected to challenge sales of writing instruments
Consumers are set to prioritise basic writing instruments, as affordability remains key
Luxury writing instruments are expected to remain niche, as expensive brands are viewed unessential

CATEGORY DATA

- Table 1 - Sales of Writing Instruments by Category: Volume 2019-2024
- Table 2 - Sales of Writing Instruments by Category: Value 2019-2024
- Table 3 - Sales of Writing Instruments by Category: % Volume Growth 2019-2024
- Table 4 - Sales of Writing Instruments by Category: % Value Growth 2019-2024
- Table 5 - NBO Company Shares of Writing Instruments: % Value 2020-2024
- Table 6 - LBN Brand Shares of Writing Instruments: % Value 2021-2024
- Table 7 - Distribution of Writing Instruments by Format: % Value 2019-2024
- Table 8 - Forecast Sales of Writing Instruments by Category: Volume 2024-2029
- Table 9 - Forecast Sales of Writing Instruments by Category: Value 2024-2029
- Table 10 - Forecast Sales of Writing Instruments by Category: % Volume Growth 2024-2029
- Table 11 - Forecast Sales of Writing Instruments by Category: % Value Growth 2024-2029

Personal Accessories in Ukraine - Industry Overview

EXECUTIVE SUMMARY

Personal accessories in 2024: The big picture
2024 key trends
Competitive landscape
Retailing developments
What next for personal accessories?

MARKET DATA

- Table 12 - Sales of Personal Accessories by Category: Volume 2019-2024
- Table 13 - Sales of Personal Accessories by Category: Value 2019-2024
- Table 14 - Sales of Personal Accessories by Category: % Volume Growth 2019-2024
- Table 15 - Sales of Personal Accessories by Category: % Value Growth 2019-2024
- Table 16 - NBO Company Shares of Personal Accessories: % Value 2020-2024
- Table 17 - LBN Brand Shares of Personal Accessories: % Value 2021-2024
- Table 18 - Distribution of Personal Accessories by Format: % Value 2019-2024
- Table 19 - Forecast Sales of Personal Accessories by Category: Volume 2024-2029
- Table 20 - Forecast Sales of Personal Accessories by Category: Value 2024-2029
- Table 21 - Forecast Sales of Personal Accessories by Category: % Volume Growth 2024-2029
- Table 22 - Forecast Sales of Personal Accessories by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/writing-instruments-in-ukraine/report.