

Writing Instruments in the Netherlands

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Writing Instruments in the Netherlands - Category analysis

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2024 DEVELOPMENTS

Manufacturers invest in products for creative purchases, competing against digitalisation Players launch special edition products to appeal to collectors Concerns surrounding sustainability leads manufacturers to invest in eco-friendly goods

PROSPECTS AND OPPORTUNITIES

Continued investment expected as players look to launch eco-friendly creative products Brands are expected to launch products that help reduce children's screen time Retail e-commerce is set to gain share as brands will focus on online strategies

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