

# Writing Instruments in Malaysia

January 2025

**Table of Contents** 

## Writing Instruments in Malaysia - Category analysis

## **KEY DATA FINDINGS**

### 2024 DEVELOPMENTS

Mass value options drive growth amid increased cost-consciousness in 2024

International and local players compete intensively through price positioning and innovation

Digitalisation trends see writing instruments increasingly perceived as lifestyle products with players offering more sophisticated products

## PROSPECTS AND OPPORTUNITIES

New launches shaped by evolving lifestyles and demand

Players will retain strong focus on sustainability

Competition between distribution channels set to intensify during forecast period

### **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 Malaysia - Industry Overview

## **EXECUTIVE SUMMARY**

Personal accessories in 2024: The big picture

Key trends 2024

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-malaysia/report.