



Writing Instruments in the Philippines

January 2025

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Digitalisation contributes to slowdown in growth of writing instruments
- Personalisation gains appeal in offline channels, as e-commerce gains traction
- Growing popularity of colouring as therapeutic activity

PROSPECTS AND OPPORTUNITIES

- Writing instruments will remain vital, despite trend towards digitalisation
- Child-safe writing instruments will gain traction
- Expected rising demand for eco-friendly offerings

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 the Philippines - 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

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SOURCES

- Summary 1 - Research Sources

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