



Writing Instruments in Switzerland

January 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Positive retail value growth driven by mechanical pencils, markers and highlighters
Pens remain popular in Switzerland, as ballpoint and rollerball pens lead sales
Montblanc International retains the lead, launching new ranges during 2024

PROSPECTS AND OPPORTUNITIES

Demand for mechanical pencils is set to decline as refills extend the lifespan of the product
Retail e-commerce is expected to gain ground as consumers prioritise convenience
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Personal Accessories in Switzerland - Industry Overview

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