

Writing Instruments in Indonesia

January 2025

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Writing Instruments in Indonesia - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

School and office activity continues to drive sales of writing instruments in Indonesia

Colouring enjoys healthy growth as Indonesians recognise the importance of drawing and colouring for children's development Early child education focuses on introduction to colouring

PROSPECTS AND OPPORTUNITIES

Demand for writing instruments will continue to grow despite shift towards digital devices

Faber Castell is set to maintain its lead thanks to ongoing innovation and events

Writing instruments will be threatened by digitalisation, but CSR programmes may help boost sales

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