

Writing Instruments in Germany

March 2025

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Writing Instruments in Germany - Category analysis

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2024 DEVELOPMENTS

Improving sales with consumers prioritising essential writing instruments Faber-Castell strengthens lead of fairly fragmented competitive landscape Retail offline dominates but e-commerce continues to make gains

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Players likely to increasingly explore more sustainable options Interest in new crafts and more inclusive writing instruments to propel growth Digital platforms set to gain further ground in the coming years

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