

# Luxury Writing Instruments and Stationery in South Africa

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## Abstracts

Demand for luxury writing instruments and stationery was already gradually waning in South Africa prior to the emergence of the pandemic, in line with a general trend for digitalisation. Nevertheless, luxury writing instruments are seen as status symbols among locals. With many office workers continuing to work remotely in 2021 due to the lingering threat of the pandemic, the need to own an expensive pen remained greatly reduced. Some consumers also postponed the purchase of such items until the...

Euromonitor International's Luxury Writing Instruments and Stationery in South Africa report offers a comprehensive guide to the size and shape of the Luxury Writing Instruments and Stationery market at a national level. It provides the latest retail sales data, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market and their effects on Luxury Writing Instruments and Stationery retailing along with the development of consumers' shopping patterns. Forecasts to 2026 illustrate how the market is set to change

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

### Why buy this report?

Get a detailed picture of the Luxury Writing Instruments and Stationery market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and

leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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