

# Writing Instruments in Switzerland

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## Abstracts

Writing instruments occupy a modest share of the overall personal accessories market in Switzerland, thus exerting minimal influence on the sector. In 2023, the category witnessed stagnant growth in value terms, with a slight decline in volume sales compared to the previous year. Amongst writing instruments, ballpoint pens emerged as the preferred choice for everyday use, exhibiting the most dynamic performance. Conversely, pen inkwells and refills experienced the weakest performance, reflecting...

Euromonitor International's Writing Instruments in Switzerland report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2019-2023), 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 – be they new product developments, distribution or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Colouring, Markers and Highlighters, Pencils, Pens, Writing Accessories.

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

Why buy this report?

Get a detailed picture of the Writing Instruments 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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