

# Writing Instruments in Singapore

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## Abstracts

In 2023, the highest growth in writing instruments is projected to be seen by highlighters and markers in retail volume and current value terms. The brand Zebra Midliner has gained immense popularity amongst local students, and is expected to continue experiencing significant value growth in 2023. This rise in popularity can be attributed to the increasing number of study blogs on short-form video marketing. Zebra Midliner is priced much lower compared with Copic markers, which are often conside...

Euromonitor International's Writing Instruments in Singapore 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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January 2024

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