

# Writing Instruments in Ukraine

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## Abstracts

The COVID-19 pandemic and ensuing lockdown in 2020 resulted in consumers working from home and home schooling, which supported demand for writing instruments to some extent. Due to the essential nature of many of its product areas, their usefulness during quarantine, and the fact that they are primarily sold through retailers that remained open, writing instruments fared best among all personal accessories product areas in 2020, witnesses the least current value decline. Moreover, the expansion...

Euromonitor International's Writing Instruments in Ukraine report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2016-2020), 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 2025 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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Writing instruments returns to growth and benefits from ongoing social restrictions in 2021

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Writing instruments remains relatively fragmented, with Papirus Fabryka TOV leading in 2021

#### PROSPECTS AND OPPORTUNITIES

Writing instruments continually recovers in line with consumers returning to their pre pandemic lifestyles

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