

Writing Instruments in Taiwan

January 2024

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Writing Instruments in Taiwan - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

The resurgence of fountain pens leads to strong retail volume growth
Brands connect stationary with lifestyle, increasing unit prices
Japanese brands remain popular, with consumers appreciating the designs

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Players focus innovations on digital integration within writing instruments

Sustainable and eco-friendly materials gain ground in writing instruments

Personalisation and customisable offerings drive growth in writing instruments

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