

Writing Instruments in Malaysia

January 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Rapid and innovative new product launches boost growth in colourings, markers and highlighters

Malaysians turn to products that present a strong value proposition as incomes are squeezed

Players becoming increasingly sophisticated in their efforts to target consumers with different needs

PROSPECTS AND OPPORTUNITIES

Colouring, markers and highlighters set to be the focus of new product development and innovation

Distribution landscape likely to be shaped by polarised trends

Writing instruments expected to feature more sustainable products over the forecast period as consumers become more eco conscious

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