

Writing Instruments in South Africa

January 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Pens and pencils maintain growth, as these are seen as basic necessities
Demand for writing instruments remains fairly stable despite economic difficulties in South Africa
Consumers are seeking the cheapest options when it comes to writing instruments

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Writing instruments is becoming a more competitive category
Stationery enthusiasts now purchase unique writing instruments from Shein
Licensed writing instruments could create an opportunity for growth

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Personal Accessories in South Africa - Industry Overview

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DISCLAIMER

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