

Writing Instruments in South Korea

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Writing Instruments in South Korea - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

The full reopening of schools and offline studies sustains demand for stationery, including writing instruments
Monami continues to release limited-edition Tin Case series, arousing consumers' curiosity and desire to collect
Montblanc opens The Library Spirit pop-up store in South Korea

PROSPECTS AND OPPORTUNITIES

Stationery players to pursue product diversification beyond writing instruments
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DISCLAIMER

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