



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

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Personal Accessories in Malaysia - Industry Overview

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DISCLAIMER

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