



# Writing Instruments in Indonesia

January 2024

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Back to school period is key for sales of writing instruments

Colouring instruments enjoy healthy growth as parents still recognise the importance of drawing and colouring in children's development

Leading international brands come under increased pressure from small manufacturers

### PROSPECTS AND OPPORTUNITIES

Demand for writing instruments will continue to grow, despite shift towards digital devices

Players will flex their sustainability credentials, with crayons made from edible materials being a distinct possibility

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