



**Euromonitor
International**

Writing Instruments in Ukraine

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Price sensitivity and downtrading impact sales of writing instruments in 2024
Unessential products, such as mechanical pencils, record a decline as consumers focus on necessities
Distributors source writing instruments from local manufacturers, boosting sales

PROSPECTS AND OPPORTUNITIES

Demographic challenges, including low birth rates, are expected to challenge sales of writing instruments
Consumers are set to prioritise basic writing instruments, as affordability remains key
Luxury writing instruments are expected to remain niche, as expensive brands are viewed unessential

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DISCLAIMER

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