



# Writing Instruments in South Korea

January 2024

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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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