



Writing Instruments in Poland

January 2024

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Writing Instruments in Poland - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Decline in retail volume sales due to high inflation in 2023
Bic continues to lead in a fragmented landscape
Non-grocery retailers are the leading distribution channel for writing instruments in Poland

PROSPECTS AND OPPORTUNITIES

Digitalisation and sustainability concerns likely to impact the future of traditional writing instruments
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Local consumers are expected to turn to private labels amid the high cost of living

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