Writing Instruments in Singapore

February 2026

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Writing Instruments in Singapore - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Premiumisation and sustainability drive robust growth in writing instruments

Chart 1 - Key Trends 2025

INDUSTRY PERFORMANCE

Luxury pen gifting drives value sales growth through personalisation

Pens remain largest category while Gen Z reshapes competitive dynamics

WHAT’S NEXT?

Tech-savvy consumers to drive demand for hybrid writing tools

Pens remain dominant, colouring gains traction among creatives

Sustainability and Gen Z influence shape industry direction

COMPETITIVE LANDSCAPE

Well-established brands lead writing instruments market in Singapore

Neo Smartpen R1 launch signals innovation in premium segment

CHANNELS

Offline retailers lead sales through strong presence while e-commerce grows rapidly

Experiential retail and e-commerce shape industry direction

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Personal Accessories in Singapore - Industry Overview

EXECUTIVE SUMMARY

Sustainability, personalisation, and digital experiences drive growth in personal accessories

KEY DATA FINDINGS

Chart 2 - Key Trends 2025

INDUSTRY PERFORMANCE

Luxury and premium items drive sales with rising incomes

Rental and resale trend affects how consumers engage with luxury accessories

Chart 3 - Carousell Boosts Luxury Resale in Singapore with LuxLexicon Acquisition

AI technology drives personalisation across personal accessories

Chart 4 - Garmin Launches AI-Enabled Hybrid Smartwatches for Health-Conscious Consumers

CASETiFY and Samsonite capitalise on travel trend with innovative launches

Chart 5 - CASETiFY Enters Premium Luggage with Customisable Bounce Check-In Trunk

WHAT’S NEXT?

Travel resurgence set to fuel bags and luggage growth

Luxury resale and rental expected to drive growth in personal accessories

Chart 6 - Analyst Insight

COMPETITIVE LANDSCAPE

Successful brands maintain presence through product innovation and brand recognition

Emerging local brands drive competitive dynamics

CHANNELS

Physical stores lead personal accessories sales through immersive experiences

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