



Euromonitor
International

Writing Instruments in the Philippines

January 2026

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Leveraging personalisation and digital influence for sustained growth

Chart 1 - Key Trends 2025

INDUSTRY PERFORMANCE

Pentel capitalises on Generation Z culture with BINI collaboration, driving sales

Chart 2 - Pentel Taps Generation Z with BINI Collaboration

Consumer preferences towards sustainability and heritage boost brand innovation

Chart3 Kasama - Pens: Blending Sustainability with Heritage

Tech innovation revolutionises writing instruments, posing competition for pens

Chart 3 - Tech Meets Care: Smart Pens for Children's Wellbeing

WHAT'S NEXT?

Brands embracing sustainability and tech to drive growth

Pens value sales expected to slow due to tech integration-induced competition

Generation Z set to reshape demand for fashionable writing accessories

Chart 4 - Analyst Insight

COMPETITIVE LANDSCAPE

Pilot Corp and Amalgamated Specialties Corp lead with stable shares

CHANNELS

Offline retail remains dominant despite e-commerce growth

COUNTRY REPORTS DISCLAIMER

[Personal Accessories in the Philippines - Industry Overview](#)

EXECUTIVE SUMMARY

Growth in HNWIs drives premiumisation in personal accessories in the Philippines

KEY DATA FINDINGS

Chart 5 - Key Trends 2025

INDUSTRY PERFORMANCE

Market polarisation reshapes competitive landscape and drives value sales

Chart 6 - Grand Seiko Opens Mono Salon Lucerne in Manila, Targeting Luxury Watch Buyers

Jewellery and traditional and connected watches drive category value sales growth

Brands capitalise on Generation Z appeal for tech innovation

Chart 7 - Huawei and GCash Launch First Smartwatch Payment Feature in the Philippines

WHAT'S NEXT?

Market set to remain polarised, with increasing HNWIs driving premium purchases

Generation Z preferences and emerging brands reshape market dynamics

Chart 8 - Analyst Insight

COMPETITIVE LANDSCAPE

Incumbents maintain share through heritage and exclusivity

Emerging brands drive competition in competitive landscape

Chart 9 - Casio Expands Edifice Line with First Automatic Watch, Gaining Traction in the Philippines

Innovative launches and emerging brands create new opportunities

CHANNELS

Consumer focus shifts online, as e-commerce emerges as dynamic retail channel

Spatio redefines modern Filipino retail with immersive experience

ECONOMIC CONTEXT

Chart 10 - Real GDP Growth and Inflation 2020-2030

Chart 11 - PEST Analysis in Philippines 2025

CONSUMER CONTEXT

Chart 12 - Key Insights on Consumers in Philippines 2025

Chart 13 - Consumer Landscape in Philippines 2025

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/writing-instruments-in-the-philippines/report.