

Writing Instruments in Argentina

Market Direction | 2022-11-11 | 15 pages | Euromonitor

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Report description:

2021 saw sales of writing instruments remain under pressure due to the negative impact of the COVID-19 pandemic. Specifically, the repeated closure of all of the country's schools during 2020 and 2021 meant that many children used writing instruments less frequently. What is more, because the COVID-19 pandemic struck Argentina shortly after the start of the school year, many people had already purchased a year's supply of writing instruments for their children, who were then left with much less...

Euromonitor International's Writing Instruments in Argentina report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2017-2021), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, distribution or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Colouring, Markers and Highlighters, Pencils, Pens, Writing Accessories.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Writing Instruments market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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SOURCES

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